

**United States Court of Appeals  
for the Eleventh Circuit**

---

DELTONA TRANSFORMER CORPORATION,

*Plaintiff-Appellee,*

v.

THE NOCO COMPANY,

*Defendant-Appellant.*

On Appeal from the United States District Court for the Middle District of  
Florida, Hon. Carlos E. Mendoza,  
Case No. 6:19-cv-00308-CEM-LHP

---

**NON-CONFIDENTIAL APPENDIX OF DEFENDANT-APPELLANT  
THE NOCO COMPANY**

---

Meredith M. Wilkes  
JONES DAY  
901 Lakeside Ave.  
Cleveland, OH 44114  
Telephone: (216) 586-3939  
Facsimile: (216) 579-0212  
mwilkes@jonesday.com

Anna E. Raimer  
JONES DAY  
717 Texas Ave., Ste. 3300  
Houston, TX 77002  
Telephone: (832) 239-3939  
Facsimile: (832) 239-3600  
aeraimer@jonesday.com

Gregory A. Castanias  
Amelia A. DeGory  
JONES DAY  
51 Louisiana Ave. NW  
Washington, DC 20001  
Telephone: (202) 879-3939  
Facsimile: (202) 626-1700  
gcastanias@jonesday.com

Kristina K. Cercone  
JONES DAY  
110 N. Wacker Dr., Suite 4800  
Chicago, IL 60606  
Telephone: (312) 782-3939  
Facsimile: (312) 782-8585  
kcercone@jonesday.com

---

*Counsel for Defendant-Appellant*

---

## **INDEX OF NON-CONFIDENTIAL APPENDIX**

<b>Document</b>	<b>Date Filed</b>	<b>Docket/Tab#</b>
<b>VOLUME 1</b>		
District Court Docket Sheet	N/A	A
Complaint	02/14/2019	1
NOCO's Answer, Affirmative Defenses, and Counterclaims	11/12/2019	55
<b>VOLUME 2</b>		
DTC's Answer and Affirmative Defenses to NOCO's Counterclaims	12/03/2019	63
Transcript of 07/06/2020 Motions Hearing	07/22/2020	158-7
Joint Final Pretrial Statement	12/14/2020	242
<b>VOLUME 3</b>		
Joint Final Pretrial Statement (continued from previous volume)	12/14/2020	242
<b>VOLUME 4</b>		
Transcript of 5/12/2021 Telephone Conference	05/12/2021	284
Jury Instructions	05/25/2021	314
Verdict Form	05/25/2021	315
Verdict Form – Punitive Damages	05/25/2021	317
Deposition Designation of S. Heiser (played at trial)	06/04/2021	327-1
Deposition Designation of M. Lombardo (played at trial)	06/04/2021	327-2
Deposition Designation of D. Underhill (played at trial)	06/04/2021	327-3
Deposition Designation of J. Weiner (played at trial)	06/04/2021	327-4
DTC's Motion for Permanent Injunction	06/17/2021	338
<b>VOLUME 5</b>		
Trial Transcript of 05/18/2021 (Vol. II)	06/17/2021	341
<b>VOLUME 6</b>		
Trial Transcript of 05/19/2021 (Vol. III)	06/17/2021	343

<b>Document</b>	<b>Date Filed</b>	<b>Docket/Tab#</b>
<b>VOLUME 7</b>		
Order Denying Motion to Exclude Expert Testimony of P. Johnson, Granting in Part and Denying in Part Motion to Exclude Expert Testimony of P. Green, Granting in part and Denying in Part Motion to Exclude Expert Testimony of C. Distler	06/21/2021	352-1
Order Granting in Part and Denying in Part Motion to Seal Trial Exhibits	06/21/2021	353
Declaration of Andrew J. Turnier and Exhibits in Support of NOCO's Opposition to DTC's Motion for Permanent Injunction	07/01/2021	367-1
Minute Entry Re Completion of Bench Trial	07/09/2021	381
Trial Transcript of 05/17/2021 (Vol. I) (REDACTED) (originally filed under seal as Dkt. 339)	08/16/2021	399 Pages 1-129
<b>VOLUME 8</b>		
Trial Transcript of 05/17/2021 (Vol. I) (continued from previous volume) (REDACTED) (originally filed under seal as Dkt. 339)	08/16/2021	399 Pages 130-261
<b>VOLUME 9</b>		
Trial Transcript of 05/20/2021 (Vol. IV) (REDACTED) (originally filed under seal as Dkt. 348)	08/16/2021	400 Pages 1-147
<b>VOLUME 10</b>		
Trial Transcript of 05/20/2021 (Vol. IV) (continued from previous volume) (REDACTED) (originally filed under seal as Dkt. 348)	08/16/2021	400 Pages 148-294
<b>VOLUME 11</b>		
Trial Transcript of 05/21/2021 (Vol. V) (REDACTED) (originally filed under seal as Dkt. 354)	08/16/2021	401 Pages 1-136
<b>VOLUME 12</b>		
Trial Transcript of 05/21/2021 (Vol. V) (continued from previous volume) (REDACTED) (originally filed under seal as Dkt. 354)	08/16/2021	401 Pages 137-271

<b>Document</b>	<b>Date Filed</b>	<b>Docket/Tab#</b>
<b>VOLUME 13</b>		
Trial Transcript of 05/24/2021 (Vol. VI) (REDACTED) (originally filed under seal as Dkt. 356)	08/16/2021	402
<b>VOLUME 14</b>		
Trial Transcript of 05/25/2021 (Vol. VII) (REDACTED) (originally filed under seal as Dkt. 358)	08/16/2021	403
<b>VOLUME 15</b>		
Trial Transcript of 07/09/2021 (Vol. VIII) (REDACTED) (originally filed under seal as Dkt. 386)	08/23/2021	405
<b>VOLUME 16</b>		
Order Denying NOCO's Motions for Judgment as a Matter of Law	03/30/2022	410
Order on Disgorgement and Granting in Part and Denying in Part DTC's Motion for Permanent Injunction	09/29/2023	423
Deltran's Response in Opposition to NOCO's Renewed Motion for Judgment as a Matter of Law	11/13/2023	436
NOCO's 50(b) Motion for Judgment as a Matter of Law (re-filed without redactions in the district court)	11/21/2023	440
Order Denying NOCO's Renewed Motion for Judgment as a Matter of Law	09/30/2024	458
Corrected Second Amended Final Judgment	10/23/2024	464
TRIAL EXHIBIT DX-71		DX-71
TRIAL EXHIBIT (FILED UNDER SEAL) DX-111		DX-111
TRIAL EXHIBIT (FILED UNDER SEAL) DX-118		DX-118
TRIAL EXHIBIT (FILED UNDER SEAL) DX-120		DX-120
TRIAL EXHIBIT (FILED UNDER SEAL) DX-255		DX-255
TRIAL EXHIBIT DX-272		DX-272
TRIAL EXHIBIT DX-275D		DX-275D
TRIAL EXHIBIT DX-275E		DX-275E



<b>Document</b>	<b>Date Filed</b>	<b>Docket/Tab#</b>
TRIAL EXHIBIT DX-275I		DX-275I
TRIAL EXHIBIT DX-275L		DX-275L
<b>VOLUME 17</b>		
TRIAL EXHIBIT DX-308		DX-308
TRIAL EXHIBIT DX-308A		DX-308A
TRIAL EXHIBIT DX-308B		DX-308B
TRIAL EXHIBIT DX-308C		DX-308C
TRIAL EXHIBIT DX-308D		DX-308D
TRIAL EXHIBIT DX-308E		DX-308E
TRIAL EXHIBIT DX-308F		DX-308F
TRIAL EXHIBIT DX-308G		DX-308G
<b>VOLUME 18</b>		
TRIAL EXHIBIT DX-308H		DX-308H
TRIAL EXHIBIT DX-308I		DX-308I
TRIAL EXHIBIT DX-308J		DX-308J
TRIAL EXHIBIT DX-308K		DX 308K
TRIAL EXHIBIT DX-308L		DX-308L
TRIAL EXHIBIT DX-308M		DX-308M
TRIAL EXHIBIT DX-308N		DX-308N
TRIAL EXHIBIT DX-308O		DX-308O
TRIAL EXHIBIT DX-308P		DX-308P
TRIAL EXHIBIT DX-308Q		DX-308Q
TRIAL EXHIBIT DX-308R		DX-308R
TRIAL EXHIBIT DX-308S		DX-308S
TRIAL EXHIBIT DX-308T		DX-308T
TRIAL EXHIBIT DX-308U		DX-308U
TRIAL EXHIBIT DX-308V		DX-308V
TRIAL EXHIBIT DX-308W		DX-308W
TRIAL EXHIBIT DX-308X		DX-308X
<b>VOLUME 19</b>		
TRIAL EXHIBIT (FILED UNDER SEAL) DX-462		DX-462
TRIAL EXHIBIT (FILED UNDER SEAL) DX-478		DX-478
TRIAL EXHIBIT (FILED UNDER SEAL) DX-484		DX-484
TRIAL EXHIBIT (FILED UNDER SEAL) DX-499		DX-499

<b>Document</b>	<b>Date Filed</b>	<b>Docket/Tab#</b>
TRIAL EXHIBIT (FILED UNDER SEAL) DX-520		DX-520
TRIAL EXHIBIT DX-546		DX-546
TRIAL EXHIBIT DX-547		DX-547
TRIAL EXHIBIT PX-2A		PX-2A
TRIAL EXHIBIT PX-2B		PX-2B
TRIAL EXHIBIT PX-2E		PX-2E
TRIAL EXHIBIT PX-3A		PX-3A
TRIAL EXHIBIT (FILED UNDER SEAL) PX-5		PX-5
TRIAL EXHIBIT PX-51		PX-51
TRIAL EXHIBIT PX-54		PX-54
TRIAL EXHIBIT PX-55A		PX-55A
TRIAL EXHIBIT PX-55B		PX-55B
TRIAL EXHIBIT PX-56A		PX-56A
<b>VOLUME 20</b>		
TRIAL EXHIBIT PX-56B		PX-56B
TRIAL EXHIBIT PX-57A		PX-57A
TRIAL EXHIBIT PX-57B		PX-57B
TRIAL EXHIBIT PX-58A		PX-58A
TRIAL EXHIBIT PX-58B		PX-58B
TRIAL EXHIBIT PX-59A		PX-59A
TRIAL EXHIBIT PX-59B		PX-59B
TRIAL EXHIBIT PX-60A		PX-60A
TRIAL EXHIBIT PX-61A		PX-61A
TRIAL EXHIBIT PX-61C		PX-61C
TRIAL EXHIBIT PX-61D		PX-61D
TRIAL EXHIBIT PX-61F		PX-61F
TRIAL EXHIBIT PX-61G		PX-61G
TRIAL EXHIBIT PX-62A		PX-62A
TRIAL EXHIBIT PX-62C		PX-62C
TRIAL EXHIBIT PX-138		PX-138
TRIAL EXHIBIT PX-139		PX-139
TRIAL EXHIBIT PX-144D		PX-144D
TRIAL EXHIBIT PX-144E		PX-144E
TRIAL EXHIBIT PX-144F		PX-144F
TRIAL EXHIBIT PX-144G		PX-144G
TRIAL EXHIBIT PX-144X		PX-144X

<b>Document</b>	<b>Date Filed</b>	<b>Docket/Tab#</b>
TRIAL EXHIBIT PX-147 (FILED UNDER SEAL)		PX-147
TRIAL EXHIBIT PX-162A		PX-162A
TRIAL EXHIBIT PX-189		PX-189
TRIAL EXHIBIT PX-205		PX-205
TRIAL EXHIBIT PX-206		PX-206
TRIAL EXHIBIT PX-230		PX-230
TRIAL EXHIBIT PX-237		PX-237
TRIAL EXHIBIT PX-239		PX-239

**VOLUME 20 PART 1**  
**PX56B – PX61G**

**PX-056B**



Search

Go

SORRY  
we couldn't find that page  
Try searching or go to [Amazon's home page](#).



Muffin  
[Meet the dogs of Amazon](#)

U.S. District Court Middle District of Florida
<b><u>PLAINTIFF'S EXHIBIT</u></b>
Exhibit Number: PX-056B
Case Number: <u>6:19-cv-00308-CEM-LRH</u>
Deltona Transformer Corporation v. The <del>Noco</del> Company
Date Identified:
Date Admitted:

**PX-057A**

amazon

Try Prime

Automotive Parts & Accessories

Deliver to Washington 20001

Today's DealsYour Amazon.comGift CardsHelpWhole FoodsRegistrySell

ENHello, Sign inAccount & ListsOrdersTry PrimeCart

AutomotiveYour GarageDeals & RebatesBest SellersPartsAccessoriesTools & EquipmentCar CareMotorcycle & PowersportsTruckRVTires & WheelsVehicles

Select your vehicle:YearMakeModelCheck FitYour Garage (0)

audible

Save 66% on your first 3 months

Learn more

Automotive › Tools & Equipment › Jump Starters, Battery Chargers & Portable Power › Battery Chargers



Click image to open expanded view

## NOCO Genius G1100 6V/12V 1.1 Amp Battery Charger and Maintainer

by NOCO  
★★★★☆ 4,910 customer reviews  
1000+ answered questions

List Price: \$53.95  
Price: **\$39.95** & FREE Shipping. Details  
You Save: **\$14.00 (26%)**

Size: 1.1 Amp		
.75 Amp \$29.95	1.1 Amp <b>\$39.95</b>	3.5 Amp \$59.95
4-Bank 4.4 Amp \$179.95	7.2 Amp \$98.96	15 Amp \$159.95
26 Amp \$199.95		

- The most convenient way to charge and maintain any vehicle for extending battery life and year-round battery maintenance of your car, boat, truck, RV, lawnmower, or any other vehicle.
- Completely recharge smaller capacity batteries on motorcycles, ATVs, snowmobiles, personal watercraft, scooters, and power wheels up to 40 amp-hours.
- Works with all types of 6-volt and 12-volt lead-acid batteries, including Wet, Gel, and AGM, or any common automotive, deep-cycle, marine, or maintenance-free battery.
- Keep your battery fully charged without worry or overcharge. Simply plug-in and let our advanced charging technology automatically monitor and maintain your battery.
- An optimized charge mode for safely charging and maintaining 12-volt lithium-ion batteries, and recommended with use on lithium batteries with an internal BMS.
- One of the most advanced and safest battery chargers, including spark-proof technology, and reverse polarity protection, plus backed by our 5-year and endless accessories.

See more product details

Compare with similar items

**\$39.95**  
& FREE Shipping. Details

Want it tomorrow, July 12?  
Choose One-Day Shipping at checkout. Details

In Stock.

Qty: 1

Add to Cart

Buy Now

Ships from and sold by Amazon.com.



Enjoy fast, FREE delivery, exclusive deals and Award-Winning movies & TV shows with Prime  
Click here and start saving today with Fast, FREE Delivery

Gift-wrap available.

Deliver to Washington 20001

Add to List

Share 4K+ Shares

Other Sellers on Amazon

Add to Cart

DTC0002065

U.S. District Court  
Middle District of Florida

PLAINTIFF'S EXHIBIT

Exhibit Number: PX-057A

Case Number:  
6:19-cv-00308-CEM-LRH  
Deltona Transformer Corporation  
v.  
The NOCO Company

Date Identified:

Date Admitted:



Used & new (47) from \$36.03 & FREE shipping. [Details](#)

 **Your medication, delivered** [Learn more >](#)

Save on AmazonBasics and SupplyMaster Safety Gear



SupplyMaster Disposable Exam Nitrile Gloves, 400 pk **\$24.30**



AmazonBasics Blue Light Blocking Safety Glasses, 12pk **\$51.41**



AmazonBasics Noise Reduction Safety Earmuffs **\$11.96**

**\$39.95**  
& FREE Shipping on eligible orders. [Details](#)  
Sold by: Central Texas Powersports

**\$39.95** [Add to Cart](#)  
& FREE Shipping on eligible orders. [Details](#)  
Sold by: AlphaStereo

**\$39.95** [Add to Cart](#)  
+ Free Shipping  
Sold by: BatterySpecialistsInc

Used & new (47) from \$36.03 & FREE shipping. [Details](#)

Have one to sell? [Sell on Amazon](#)

Frequently bought together



Total price: **\$61.89**  
[Add all three to Cart](#)  
[Add all three to List](#)

- ✓ **This item:** NOCO Genius G1100 6V/12V 1.1 Amp Battery Charger and Maintainer **\$39.95**
- ✓ NOCO GC004 X-Connect 10-Foot Extension **\$13.95**
- ✓ NOCO GC009 X-Connect SAE Adapter **\$7.99**

  
**The only battery tender**  
  
**Battery Tender 022-0186G-DL-WH 12V 5 Amp Battery Charger 340**

[Ad feedback](#)

Sponsored products related to this item



Mroinge MBC055 6V/12V 5.5A Smart Vehicle Battery Charger Maintainer for Cars Motorcycles...  
★★★★★ 379  
\$34.96 [prime](#)



Mroinge 12V 2A Lead Acid/Lithium(LiFePO4) Automatic Trickle Battery Charger Smart Battery...  
★★★★★ 82  
\$20.99 [prime](#)



Mroinge MBC016 6V / 12V 1A Fully Automatic trickle Battery Charger/maintainer for Automotive...  
★★★★★ 162  
\$16.95 [prime](#)



Automatic Battery Trickle Charger Maintainer 12V 1500mA Smart Float Battery Charger...  
★★★★☆ 17  
\$14.99 [prime](#)



Ampeak 6V 12V Smart Car Battery Charger and Maintainer 2A 8A Fully Automatic with Cables...  
★★★★★ 241  
\$49.99 [prime](#)



Suauer 12V 2 Amp Automatic Battery Charger/Maintainer for Sealed Lead Acid or Lithium-Ion Batteries...  
★★★★★ 50  
\$20.95 [prime](#)




MOTOPOWER MP00205A 12V 800mA Fully Automatic Battery Charger/Maintainer...  
★★★★★ 948  
\$13.50 [prime](#)



GOOSUO Aut Charger 6V/12V Portable Automatic Battery Trickle Charger...  
★★★★★ [prime](#)  
\$29.99 [prime](#)

[Ad feedback](#)

What other items do customers buy after viewing this item?



Battery Tender 12 Volt Junior Automatic Battery Charger


★★★★☆9,131

\$25.99prime



NOCO GC002 X-Connect Eyelet Terminal

★★★★☆1,032



Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers

★★★★☆4,933

\$45.03prime







NOCO GC004 X-Connect 10-Foot Extension

★★★★☆1,032

\$13.95prime

See all vehicles this product fits.

Compare with similar items

				
This item NOCO Genius G1100 6V/12V 1.1 Amp Battery Charger and Maintainer				
				
Battery Tender 12 Volt Junior Automatic Battery Charger				
#1 Best Seller				
				
Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers				
				
CTEK (56-158) MULTI US 3300 12 Volt Fully Automatic 4 Step Battery Charger				
<div>Add to Cart</div>				
<div>Add to Cart</div>				
<div>Add to Cart</div>				
<div>Add to Cart</div>				
Customer Rating	★★★★☆ (4910)	★★★★☆ (9131)	★★★★☆ (4933)	★★★★☆ (777)
Price	\$39 <sup>95</sup>	\$23 <sup>11</sup>	\$45 <sup>03</sup>	\$47 <sup>92</sup>
Shipping	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25
Sold By	Amazon.com	Amazon.com	Amazon.com	Amazon.com

Item Dimensions	10.5 x 10 x 4 in	8 x 4 x 9 in	11 x 4 x 11 in	6.5 x 2 x 1.5 in
-----------------	------------------	--------------	----------------	------------------

Special offers and product promotions

Size: 1.1 Amp

- **Your cost could be \$0.00 instead of \$39.95!** Get a **\$50 Amazon.com Gift Card** instantly upon approval for the **Amazon Rewards Visa Card** [Apply now](#)

**WARNING:** California's Proposition 65

Have a question?

Find answers in product info, Q&As, reviews

Product information

Size:1.1 Amp

Technical Details

Brand	NOCO
Model	G1100
Item Weight	1.56 pounds
Product Dimensions	10.5 x 10 x 4 inches
California residents	<a href="#">Click here</a> for Proposition 65 warning
Item model number	G1100
Manufacturer Part Number	G1100
<a href="#">OEM Part Number</a>	G1100
<a href="#">ABPA Partlink Number</a>	13
<a href="#">Folding</a>	No
<a href="#">Cover Included</a>	G1100 Advanced Battery Trickle Charger Maintainer, Battery Clamps with Integrated Eyelet Terminals, User Guide, 5-Year Limited Warranty
Amperage	1.1 A
Voltage	12 volts

Technical Specification

- [Specification Sheet](#) [pdf ]
- [User Manual](#) [pdf ]

Additional Information

ASIN	B004LX3AXQ
Customer Reviews	<div><div>★★★★☆</div><div>4.2 out of 5 stars</div></div> <a href="#">4,910 customer reviews</a>
Best Sellers Rank	#1,474 in Automotive ( <a href="#">See Top 100 in Automotive</a> ) #20 in <a href="#">Battery Chargers</a> #306 in <a href="#">Automotive Replacement Parts</a>
Shipping Weight	1.63 pounds ( <a href="#">View shipping rates and policies</a> )
Date First Available	July 7, 2004

Warranty & Support

Warranty, Parts: Parts

For warranty information about this product, please [click here](#) [PDF ]

Feedback

If you are a seller for this product, would you like to [suggest updates through seller support](#)?  
Would you like to [tell us about a lower price](#)?

**Product and related videos (0)** [Upload your video](#)**Be the first video**

Your name here

**Important information****Legal Disclaimer**CALIFORNIA WARNING: Cancer and Reproductive Harm - [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov)**Product description**Size: **1.1 Amp**

NOCO Genius smart battery chargers are some of the safest and most advanced on the market. One of our best, the G1100 1.1 Amp is designed to charge 6-volt and 12-volt lead-acid and lithium-ion batteries up to 40Ah. It can also effectively maintain automotive, marine, RV, power sport, lawn & garden and deep-cycle batteries. It charges 2x faster than ordinary battery chargers, can repair damaged batteries and is designed to use with micro-hybrid start-stop vehicles and CANBUS electrical systems. Guided by an onboard microcomputer, the G1100 monitors battery activity for safe and efficient charging, automatically minimizes energy consumption and provides redundant levels of safety protection, including spark-proof technology, as well as reverse polarity and overcharge protection. It can remain safely connected 24/7, while the streamlined design makes it ultra-compact, portable and incredibly lightweight. It features external mounting holes and a rubberized base that avoids surface slipping and scratches, while remaining impact, UV and water-resistant (IP65). Intuitive LED indicators provide visual diagnostic information and feedback of the batteries state-of-charge, even when in maintenance mode. Designed for use on 120-volt 50-60 Hz electrical systems, the G1100 smart charger includes both X-Connect battery clamps with integrated eyelet terminals, as well as a 5-year limited warranty. Other commonly used search terms include: 12 volt battery charger, 12 volt battery maintainer, 12 volt motorcycle trickle charger, 12 volt trickle charger, 12v 24v battery charger, 12v auto battery charger, 12v battery trickle charger, 12v car battery charger, 12v trickle charger, 24 volt battery charger, 24 volt trickle charger, 24v 12v battery charger, 24v battery and charger, 24v battery charger, 24v battery chargers, 24v trickle charger, atv battery charger, auto battery charger, automobile battery charger, automotive battery charger, automotive battery chargers, battery charger, battery charger 12v, battery charger auto, battery charger automotive, battery charger car, battery charger for car, battery charger for cars, battery charger portable, battery charger scooter, battery chargers, battery chargers automotive, battery desulfator, battery maintainer, battery maintainer 12 volt, battery tender, battery tender junior, battery tender usb, battery trickle charger, battery trickle charger with float mode, car battery charger, car battery charger and starter, car battery charger maintainer, car battery charger portable, car battery charger with jump start, car battery chargers, car battery chargers 12 volt, car battery maintainer, car battery tender, car battery trickle charger, Harley Davidson trickle charger, lawn mower battery charger, manual battery charger, marine battery charger, marine battery trickle charger, mini car battery charger, motorcycle battery maintainer, motorcycle battery tender, motorcycle trickle charger, noco, noco battery, noco battery charger, noco genius, noco genius chargers, noco genius ultra safe smart battery chargers, portable auto battery charger, portable battery charger, portable car battery charger, portal car battery charger, rv solar 12v battery charger, smart battery charger, solar 12v battery charger, solar 12v car battery charger, solar battery charger, solar battery maintainer, solar battery maintainer 12 volt, solar car battery charger, solar car battery chargers, solar power 12v battery charger, solar trickle charger, trickle battery charger, trickle charger, trickle charger car battery, trickle charger for atv, trickle charger for boat battery, trickle charger for car battery, trickle charger for motorcycle, trickle chargers, trickle chargers for 12 volt batteries, waterproof trickle charger

**From the manufacturer****2X** Faster.

**Charge Fully**  
**Drained Batteries.**  
**+ Maintain All**  
**Battery Sizes.**



**The Genius G1100 is a portable automatic battery charger and maintainer****4 Chargers In One**

Charges 6V & 12V lead-acid batteries (including AGM) and 12V Lithium. Repairs desulfated batteries, and charges in cold conditions.

**Diagnostics**

Intuitive visual diagnostic tool for detecting reverse polarity, low-voltage or damaged batteries.

**Recovery**

Applies a high-voltage pulse charge when low-voltage, sulfation or lost capacity is detected.

**CANbus**

Automatically enables the charging port to charge CANbus systems.





Protects against reverse polarity, overcharging, open-circuits, short-circuits, and overheating.



- Maintenance Plus**

Keeps the battery fully charged without overcharging, indefinitely.
- Optimization**

Stabilizes internal battery chemistry for increased performance and longevity.
- Interactive**

Alters the charging process based on organic battery feedback.
- Energy-Save**

Minimizes energy consumption when full power is not needed.



Model	G750	G1100	G3500	G7200	G15000	G26000
Power	0.75A	1.1A	3.5A	7.2A	15A	26A
Battery Voltage	6V & 12V	6V & 12V	6V & 12V	12V & 24V	12V & 24V	12V & 24V
Cold/AGM Mode		✓	✓	✓	✓	✓
12V Lithium Mode		✓	✓	✓	✓	✓
Small Battery Mode			✓			
12V Repair Mode			✓	✓	✓	✓
12V Supply Mode				✓	✓	✓
12V AGM+				✓	✓	✓
JumpCharge Vehicle Starting					✓	✓



Battery Tender 12 Volt Junior Automatic Battery Charger

★★★★★ 9,131

#1 Best Seller in

Automotive Replacement...

\$25.99 ✓prime

Sponsored products related to this item



Ampeak 6V 12V Smart Car Battery Charger and Maintainer 2A 8A Fully Automatic with C...

★★★★★ 241

\$49.99 ✓prime



MOTOPOWER MP00205A 12V 800mA Fully Automatic Battery Charger/Maintainer...

★★★★★ 948

\$13.50 ✓prime



Mroinge MBC016 6V / 12V 1A Fully Automatic trickle Battery Charger/maintainer for A...

★★★★★ 162

\$16.95 ✓prime



Mroinge MBC010 Automotive Trickle Maintainer 12V 1A Smart Automatic Charger for

★★★★★ 379

\$17.98 ✓prime



BMK 12V 5A Smart Battery Charger Portable Battery Maintainer with Detachable Alliga...

★★★★★ 370

\$35.99 ✓prime



Imazing Portable Car Jump Starter - 2500A Peak 20000mAH (Up to 8L Gas or 8L Diesel ...

★★★★★ 139

\$99.99 ✓prime



Battery Tender 800 is a SuperSmart Battery Charger that will Constantly Monitor, Ch...

★★★★★ 1,148

\$37.98 ✓prime



Energizer EN800 Battery Charger + Battery Mai 6/12V - 9 Ste

★★★★★

\$29.97 ✓prin

Ad feedback



Introducing  
Janitorial Supplies

amazonbasics

Shop now\*

Ad feedback

Customer Questions & Answers

See questions and answers

4,911 customer reviews

★★★★☆ 4.2 out of 5 stars

5 star		72%
4 star		10%
3 star		4%
2 star		3%
1 star		11%

By feature

Easy to use	★★★★☆	4.6
Value for money	★★★★☆	4.6
Safety Features	★★★★☆	4.5

See more

By customer groups & interests

Automotive	★★★★☆	4.1
Car Care	★★★★☆	4.1
Cameras	★★★★☆	4.2

Is this feature helpful?

Yes

No

Review this product

Share your thoughts with other customers

Write a customer review

Customer images



See all customer images

Read reviews that mention

- easy to use
- deep cycle
- fully charged
- battery charger
- lead acid
- fully charge
- back to life
- highly recommend
- repair mode
- well made
- completely dead
- great charger
- new battery
- brand new

Showing 1-8 of 4,911 reviews

Top Reviews



AW

★★★★☆ Stay away -- terrible and lengthy warranty process

January 5, 2018

Size: 3.5 Amp | Verified Purchase

I had to post this because if I could rate this 0 stars I would. The unit worked great until it died. Yes there is a 5-year warranty but you have to write a check (yes a physical check) to the company to cover the cost of any upgrades made to the product line since your unit was made. Additionally, the warranty process is ridiculous so good luck getting your unit back. It has now been two months and still not had my unit sent back....

661 people found this helpful

Helpful

|

Comment

|

Report abuse




[Ad feedback](#)

## Amazon.com: NOCO Genius G1100 6V/12V 1.1 Amp Battery Charger and Maintainer: Automotive

Kenneth A. Edelstein

★★★★★ **Resurrection - it IS able to awake a VERY VERY dead battery**

April 1, 2017

Size: 3.5 Amp | [Verified Purchase](#)

I attached my cheepo float charger to maintain my 74 Honda CB360 battery. OOPS, dummy me forgot to plug in the charger! Three months later not only is the battery dead, also 2 of the cells are BONE dry. I put in distilled water to raise the 12Amp "flooded wet cell" liquid level to midpoint between the lines at the top. I attached a Fluke voltmeter and saw 3 volts, ouch - 50 or so for a new battery. I thought of my G3500 V2 (with "repair") and thought "why not". To my surprise it started to charge - took a mighty long time - about 14 hours on low setting. Next I ran "repair" till a green light (about 4 hours). As there was some "condensed solids" at the bottom of some cells, I made a marathon effort. I alternated between repair and low charge for three days, slowly as the bubbles rose; the solids dissolved and the bottom cleared. I was stunned. Would it start the long sitting cycle, and if so would the charge last at least a week? YES to both!! Frankly, I was 99% on the way to just ordering a new battery. I probably would but for the fact that my ancient 74 bike has a "kick starter". I am delighted with what the G3500 V2 did. A click on "this was helpful" would be appreciated.

1,439 people found this helpful

Helpful

| [Comment](#) | [Report abuse](#)

jhusome

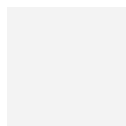
★☆☆☆☆ **All was fine, when I looked out to see smoke coming ...**

February 4, 2017

Size: 3.5 Amp | [Verified Purchase](#)

If I had written his review yesterday I would have given it 5 stars. It has worked spectacularly. This said, today I was charging my truck battery. All was fine, when I looked out to see smoke coming out of my hood. The thing was fully on fire! I am so lucky I saw it in time. I could have started a serious fire. I am hoping I can get my money back, but I don't even know what the warranty is.

This thing is dangerous!



573 people found this helpful

Helpful

| [Comment](#) | [Report abuse](#)

Amazon Customer

★☆☆☆☆ **not in the same league as CTEK's. it is more a cheap toy than a tool.**

February 19, 2018

Size: .75 Amp | [Verified Purchase](#)

this is cheaply made. kept showing one battery had a short BUT using a CTEK it charged the battery and all was ok. the NOCO has an integrated eyelet which is very impractical. the manual is deficient in describing things, confusing. i returned and bought a CTEK which is so far superior, no wonder it is recommended by mercedes, bmw, jaguar and used in jay leno's garage. it has separate clips and eyelet cords, a carrying case, a nice manual, easier to use and understand, shows exactly what is being done by the charger. the CTEK 'fixed' batteries that the NOCO simply showed an error code, such as battery short. i would never buy nor recommend the NOCO. those that gave high reviews must never have used the CTEK. the quality, workmanship, ease of use is truly night and day to the much lesser NOCO. when i tried to contact NOCO for explanation on how to use and what was meant in the manual

## Amazon.com: NOCO Genius G1100 6V/12V 1.1 Amp Battery Charger and Maintainer: Automotive

(which is a small hard to read single piece of paper, it took a week for a response. then the tech had no idea of the error signals or able to clarify the manual. their warranty seems to me near a sham; you have to pay return fees and the unit is prorated.

100 people found this helpful

Helpful

| Comment

| Report abuse



Reitus

★★★★☆ **One charge is all it would do.**

May 11, 2017

Size: 7.2 Amp | **Verified Purchase**

I purchased the NOCO Genius G7200 from Auto TrenDs in late October 2016. I "repaired" an old battery that was in a work truck that had been sitting for over a year. The battery is still working to this day so the NOCO did the trick. However, when i got the charger out to charge my boat battery the first week in May it didnt work. There was a high pitch sound coming from the NOCO. It wouldn't charge the battery. I got one use out of this \$90 charger. I am attempting to return the unit to the Amazon seller Auto TrenDs, so far they have not responded.

225 people found this helpful

Helpful

| Comment

| Report abuse



John S.

★★★★☆ **pretty on the outside, not so pretty on the inside.....**

February 11, 2017

Size: 3.5 Amp | **Verified Purchase**

After 5 years and 2 months of use...maintainng motor cycle (small battery).

I needed to use it on a full sized battery...

I press the mode button and it does nothing, press a few more time and it goes into standy mode and never comes out again.

try to hook to no battery/good battery/bad battery ...no difference. Stuck in Standby mode.

So I dont know when the mode cycling feature failed.

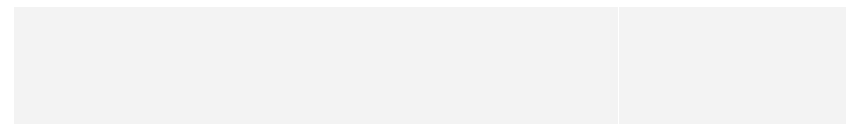
btw, to use warranty you need to pay for shipping, and after 2.5 years 35% of the cost of the product.....

Since I was not going to returnit I opened up the unit and found one of the worst soldering jobs ever.

The outside if the unit is very pretty the inside very poorly soldered .....

I found a cut terminal lead loose/lightly tacked onto motherboard near the mode button.

With the quality of the soldering of this unit, I would not call it ultra-safe.....



328 people found this helpful

Helpful

| Comment

| Report abuse



Jon W

★★★★☆ **Will NOT work on a fully discharged battery**

January 28, 2017

Size: 7.2 Amp | **Verified Purchase**

I bought this back in Sept and today is the first occasion I've had to use it. The better half hasn't been driving her Mustang, and as a result the battery went dead. Completely dead. So I unboxed the Genius and hooked it up. Despite numerous attempts, the only light that would come on was the straight power light. I thought I had read something on here about it not working on a fully discharged battery, so I hooked up my Battery Tender and let it work for a few hours. Then there was enough juice in the battery for the Genius to work. It fully charged the battery in about 5 hours. So the description is misleading when it says it will charge a completely dead battery, because it will NOT. So I f this is your only battery charger and you have a fully discharged battery, you're out of luck. Which is not Genius, it's stupid. That's a glaring and unforgivable oversight for a \$100 battery charger. Sometimes the old way is not so bad. If you buy the this battery charger, don't toss your old one. You may need the old low-tech dog to get this high-tech kid going.

163 people found this helpful

**Helpful** | [Comment](#) | [Report abuse](#)

[See all 4,911 reviews »](#)

[Write a customer review](#)

**Pages with related products.** See and discover other items: [lithium ion car battery](#), [boat marine accessories](#), [battery tender](#), [bike wheel lights](#), [Best Rated in Boat Electrical Equipment](#), [Best Rated in Boat Battery Chargers](#)

Set up an Amazon Giveaway



Amazon Giveaway allows you to run promotional giveaways in order to create buzz, reward your audience, and attract new followers and customers. [Learn more about Amazon Giveaway](#)

**This item:** NOCO Genius G1100 6V/12V 1.1 Amp Battery Charger and Maintainer

[Set up a giveaway](#)

MOTORCYCLE POLICIES

START AS LOW AS  /yr

Zip Code

Get a Quote

[Ad feedback](#)

[Back to top](#)

Get to Know Us

- Careers
- Blog
- About Amazon
- Press Center

Make Money with Us

- Sell on Amazon
- Sell Under Private Brands
- Sell on Amazon Handmade
- Sell Your Services on Amazon

Amazon Payment Products

- Amazon Rewards Visa Signature Cards
- Amazon.com Store Card
- Amazon Business Card
- Amazon.com Corporate Credit Line

Let Us Help You

- Your Account
- Your Orders
- Shipping Rates & Policies
- Amazon Prime

Investor Relations

Amazon Devices

Sell on Amazon Business

Sell Your Apps on Amazon

Become an Affiliate

Advertise Your Products

Self-Publish with Us

› See More

Shop with Points

Credit Card Marketplace

Reload Your Balance

Amazon Currency Converter

Returns & Replacements

Manage Your Content and Devices

Amazon Assistant

Help

amazon

English

United States

Amazon Music

Stream millions of songs

Sell on Amazon

Start a Selling Account

Amazon Web Services

Scalable Cloud Computing Services

East Dane

Designer Men's Fashion

Amazon Photos

Unlimited Photo Storage Free With Prime

Ring

Smart Home Security Systems

Amazon Advertising

Find, attract, and engage customers

Amazon Business

Everything For Your Business

Audible

Listen to Books & Original Audio Performances

Fabric

Sewing, Quilting & Knitting

Prime Video Direct

Video Distribution Made Easy

eero WiFi

Stream 4K Video In Every Room

Amazon Drive

Cloud storage from Amazon

AmazonFresh

Groceries & More Right To Your Door

Book Depository

Books With Free Delivery Worldwide

Goodreads

Book reviews & recommendations

Shopbop

Designer Fashion Brands

Neighbors App

Real-Time Crime & Safety Alerts

6pm

Score deals on fashion brands

AmazonGlobal

Ship Orders Internationally

Box Office Mojo

Find Movie Box Office Data

IMDb

Movies, TV & Celebrities

Amazon Warehouse

Great Deals on Quality Used Products

Subscribe with Amazon

Discover & try subscription services

AbeBooks

Books, art & collectibles

Home Services

Handpicked Pros Happiness Guarantee

ComiXology

Thousands of Digital Comics

IMDbPro

Get Info Entertainment Professionals Need

PillPack

Pharmacy Simplified

ACX

Audiobook Publishing Made Easy

Amazon Inspire

Digital Educational Resources

CreateSpace

Indie Print Publishing Made Easy

Kindle Direct Publishing

Indie Digital Publishing Made Easy

Amazon Renewed

Like-new products you can trust

Alexa

Actionable Analytics for the Web

Amazon Rapids

Fun stories for kids on the go

DPRReview

Digital Photography

Prime Now

FREE 2-hour Delivery on Everyday Items

Amazon Second Chance

Pass it on, trade it in, give it a second life

Conditions of Use

Privacy Notice

Interest-Based Ads

© 1996-2019, Amazon.com, Inc. or its affiliates

**PX-057B**

SORRY

we couldn't find that page

Try searching or go to [Amazon's home page](#).



Corbin

[Meet the dogs of Amazon](#)

U.S. District Court Middle District of Florida
<b><u>PLAINTIFF'S EXHIBIT</u></b>
Exhibit Number: PX-057B
Case Number: 6:19-cv-00308-CEM-LRH
Deltona Transformer Corporation v. The Noco Company
Date Identified:
Date Admitted:

**PX-058A**



amazon

Try Prime

Automotive Parts & Accessories

Deliver to

Washington 20001

Today's Deals

Your Amazon.com

Gift Cards

Help

Whole Foods

Registry

Sell

EN

Hello, Sign in

Account & Lists

Orders

Try Prime

0

Cart

Automotive

Your Garage

Deals & Rebates

Best Sellers

Parts

Accessories

Tools & Equipment

Car Care

Motorcycle & Powersports

Truck

RV

Tires & Wheels

Vehicles

Select your vehicle:

Year

Make

Model

Check Fit

Your Garage (0)

Chance to win daily prizes

no purchase necessary

Learn more

Automotive › Tools & Equipment › Jump Starters, Battery Chargers & Portable Power › Battery Chargers



U.S. District Court Middle District of Florida
<b>PLAINTIFF'S EXHIBIT</b>
Exhibit Number: PX-058A
Case Number: 6:19-cv-00308-CEM-LRH Deltona Transformer Corporation v. The Noco Company
Date Identified:
Date Admitted:

Roll over image to zoom in

NOCO Genius G3500 6V/12V 3.5 Amp Battery Charger and Maintainer

by NOCO  
★★★★☆ 4,910 customer reviews | 1000+ answered questions

List Price: ~~\$74.95~~  
Price: **\$59.95** & **FREE Shipping**. Details  
You Save: **\$15.00 (20%)**

.75 Amp \$29.95	1.1 Amp \$39.95	<b>3.5 Amp \$59.95</b>	4-Bank 4.4 Amp \$179.95
7.2 Amp \$98.96	15 Amp \$159.95	26 Amp \$199.95	

- The most versatile all-in-one battery charger any vehicle owner would need to quickly recharge its battery in hours, including cars, boats, trucks, RVs, tractors and much more up to 120 amp-hours.
  - Perfect for keeping your vehicles fully-charged and maintained during year-round battery maintenance or long-term storage for improved performance and longevity.
  - Works with all types of 6-volt and 12-volt lead-acid batteries, including Wet, Gel, and AGM, or any common automotive, deep-cycle, marine, or maintenance-free battery.
  - Keep your battery fully charged without worry or overcharge. Simply plug-in and let our advanced charging technology automatically monitor and maintain your battery.
  - Use our advanced Repair Mode to reverse the damaging effects when batteries are left uncharged for extended periods to improve battery performance and longevity.
  - An optimized charge mode for safely charging and maintaining 12-volt lithium-ion batteries, and recommended with use on lithium batteries with an internal BMS.
  - One of the most advanced and safest battery chargers, including spark-proof technology, and reverse polarity protection, plus backed by our 5-year warranty and endless accessories.
- › See more product details

Compare with similar items

Used & new (61) from \$49.06 & FREE shipping. Details

PillPack

an amazon company

Your medication, delivered

Learn more

Save on AmazonBasics and SupplyMaster Safety Gear

SupplyMaster Disposable

AmazonBasics Blue Light

AmazonBasics Noise

Buy new: **\$59.95**

& **FREE Shipping**. Details

Want it tomorrow, July 12? Order within **7 hrs 11 mins** and choose **One-Day Shipping** at checkout. Details

In Stock.

Qty: 1

Add to Cart

Buy Now

Ships from and sold by Amazon.com.

prime

Enjoy fast, **FREE** delivery, exclusive deals and Award-Winning movies & TV shows with Prime

Click here and start saving today with **Fast, FREE Delivery**

Gift-wrap available.

Deliver to Washington 20001

Buy used: **\$49.06**

Add to List

Share 4K+ Shares

Other Sellers on Amazon

\$59.95

& **FREE Shipping** on eligible orders. Details

Sold by: PriceGrab

Add to Cart



Exam Nitrile  
Gloves, 400  
pk \$24.30

Blocking  
Safety  
Glasses, 12pk  
\$51.41

Reduction  
Safety  
Earmuffs  
\$11.96

Frequently bought together




Total price: **\$81.89**

Add all three to Cart


Add all three to List

- ☒ **This item:** NOCO Genius G3500 6V/12V 3.5 Amp Battery Charger and Maintainer **\$59.95**
- ☒ NOCO GC004 X-Connect 10-Foot Extension **\$13.95**
- ☒ NOCO GC009 X-Connect SAE Adapter **\$7.99**


Sponsored products related to this item




Aproca Hard Travel carrying Case Compatible with NOCO Genius G3500 6V/12V 3.5A Ultr...  
★★★★★ 6  
\$11.77 ✓prime




NOCO Boost Plus GB40 1000 Amp 12V UltraSafe Lithium Jump Starter for up to 6L Gasol...  
★★★★★ 4,280  
\$99.00 ✓prime




MICTUNING Level 2 EV Quick Charger (85-265V, 16A, 25FT), LED Display EVSE Electric ...  
\$189.99 ✓prime




JUMTOP QDSP 3000A Peak 22000mAh Portable Car Jump Starter-UL Certified (10L Gas/8L ...  
★★★★★ 165  
\$129.99 ✓prime



QDSP 1500A Peak Portable Lithium Car Jump Starter (up to 8.0L Gas and 6.2L Diesel) ...  
★★★★★ 21  
\$89.99 ✓prime





CTEK 40-206 MXS 5.0-12 Volt Battery Charger  
★★★★★ 83  
\$66.05 ✓prime



Automatic Battery Charger Maintaine 1500mA Smart FI Battery Charger...  
★★★★★ 17  
\$14.99 ✓prime

Page 1 of 124




**Powerful natural omega-3 oils for your pets**


Grizzly Omega Health for Dogs & Cats, Wild Salmon Oil/Pollock Oil Omega-3 ...  
162  
\$17.50 ✓prime

Ad feedback


What other items do customers buy after viewing this item?




Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers  
★★★★★ 4,933  
\$45.03 ✓prime



NOCO GC002 X-Connect Eyelet Terminal  
★★★★★ 1,032




CTEK (56-158) MULT1 US 3300 12 Volt Fully Automatic 4 Step Battery Charger  
★★★★★ 777  
\$47.92 ✓prime



CTEK 40-206 MXS 5.0-12 Volt Battery Charger  
★★★★★ 83  
\$66.05 ✓prime

See all vehicles this product fits.


Compare with similar items



**This item** NOCO Genius G3500 6V/12V 3.5 Amp Battery Charger and Maintainer

Add to Cart

Customer Rating	★★★★☆ (4910)
Price	\$59 <sup>95</sup>
Shipping	FREE Shipping on orders over \$25
Sold By	Amazon.com
Item Dimensions	7.7 x 2.7 x 1.9 in




Battery Tender 12 Volt Junior Automatic Battery Charger

#1 Best Seller

Add to Cart


Customer Rating	★★★★☆ (9131)
Price	\$25 <sup>99</sup>
Shipping	FREE Shipping on orders over \$25
Sold By	Amazon.com
Item Dimensions	8 x 4 x 9 in



Schumacher SC1281 6/12V Fully Automatic Battery Charger and 30/100A Engine Starter with Advanced Diagnostic Testing

Add to Cart

Customer Rating	★★★★☆ (122)
Price	\$69 <sup>75</sup>
Shipping	FREE Shipping on orders over \$25
Sold By	Amazon.com
Item Dimensions	11 x 10 x 8 in



Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers

Add to Cart

Customer Rating	★★★★☆ (4933)
Price	\$45 <sup>03</sup>
Shipping	FREE Shipping on orders over \$25
Sold By	Amazon.com
Item Dimensions	11 x 4 x 11 in

Special offers and product promotions

Size: 3.5 Amp

- Your cost could be \$9.95 instead of \$59.95! Get a \$50 Amazon.com Gift Card instantly upon approval for the Amazon Rewards Visa Card [Apply now](#)

**WARNING:** California's Proposition 65

Have a question?

Find answers in product info, Q&As, reviews

Product information

Size:3.5 Amp

Technical Details

Brand	NOCO
Model	G3500

Additional Information

ASIN	B004LWVEKS
Customer Reviews	★★★★☆ 4,910 customer reviews 4.2 out of 5 stars

Item Weight	2.15 pounds
Product Dimensions	7.7 x 2.7 x 1.9 inches
California residents	<a href="#">Click here</a> for Proposition 65 warning
Item model number	G3500
Batteries	1 Lithium Metal batteries required.
Manufacturer Part Number	G3500
OEM Part Number	BC 90-8162#
ABPA Partslink Number	13
Folding	No
Cover Included	G3500 UltraSafe Battery Charger, Battery Clamps with Integrated Eyelet Terminals, User Guide, 5-Year Limited Warranty
Amperage	3.5 A
Voltage	12 volts

Best Sellers Rank	#838 in Automotive ( <a href="#">See Top 100 in Automotive</a> ) #14 in <a href="#">Battery Chargers</a> #158 in <a href="#">Automotive Replacement Parts</a>
Shipping Weight	2.15 pounds ( <a href="#">View shipping rates and policies</a> )
Date First Available	July 7, 2004

Warranty & Support

Warranty, Parts: Parts

Product Warranty: For warranty information about this product, please [click here](#). [PDF ]

Feedback

If you are a seller for this product, would you like to [suggest updates through seller support](#)?  
Would you like to [tell us about a lower price](#)?

Technical Specification

[Specification Sheet](#) [pdf ]  
[User Guide](#) [pdf ]

Product and related videos | [Upload your video](#)



Heavy Duty cheap Best 12v car battery charge...

Beth P.



Decent charger. easy to use. And lot of options.

Supreet N.

Important information

Legal Disclaimer

CALIFORNIA WARNING: Cancer and Reproductive Harm - [www.P65Warnings.ca.gov](#)

Product description

Size:3.5 Amp

NOCO Genius smart battery chargers are some of the safest and most advanced on the market. One of our best, the G3500 3.5 Amp is designed to charge 6-volt and 12-volt lead-acid and lithium-ion batteries up to 120Ah. It can also effectively maintain automotive, marine, RV, power sport, lawn & garden and deep-cycle batteries. It charges 2x faster than ordinary battery chargers, can repair damaged batteries and is designed for use with micro-hybrid start-stop vehicles and CANBUS electrical systems. Guided by an onboard microcomputer, the G3500 monitors battery activity for safe and efficient charging, automatically minimizes energy consumption and provides redundant levels of safety protection, including spark-proof technology, as well as reverse polarity and overcharge protection. It can remain safely connected 24/7, while its streamlined design makes it ultra-compact, portable, and incredibly lightweight. The G3500 features external mounting holes and a rubberized base that avoids surface slipping and scratches, while remaining impact, UV and water-resistant (IP65). Intuitive LED indicators provide visual state-of-charge feedback and diagnostic information, even when in maintenance mode. Designed for use on 120-volt 50-60Hz electrical systems, the G3500 includes both X-Connect battery clamps with integrated eyelet terminals, as well as a 5-year limited warranty. Other commonly used search terms include: 12 volt battery charger, 12 volt battery maintainer, 12 volt motorcycle trickle charger, 12 volt trickle charger, 12v 24v battery charger, 12v auto battery charger, 12v battery charger, 12v battery trickle charger, 12v car battery charger, 12v trickle charger, 24 volt battery charger, 24 volt trickle charger, 24v 12v battery charger, 24v battery and charger, 24v battery charger, 24v battery chargers, 24v trickle charger, atv battery charger, auto battery charger, automobile battery charger, automotive battery charger, automotive battery chargers, battery charger, battery charger 12v, battery charger auto, battery charger automotive, battery charger car, battery charger for car, battery charger for cars, battery charger portable, battery charger scooter, battery chargers, battery chargers automotive, battery desulfator, battery maintainer, battery maintainer 12 volt, battery tender, battery tender junior, battery tender usb, battery trickle charger, battery trickle charger with float mode, car battery charger, car battery charger and starter, car battery charger maintainer, car battery charger portable, car battery charger with jump start, car battery chargers, car battery chargers 12 volt, car battery maintainer, car battery tender, car battery trickle charger, Harley Davidson trickle charger, lawn mower battery charger, manual battery charger, marine battery charger, marine battery trickle charger, mini car battery charger, motorcycle battery maintainer, motorcycle battery tender, motorcycle trickle charger, noco, noco battery, noco battery charger, noco genius, noco genius chargers, noco genius ultra safe smart battery chargers, portable auto battery charger, portable battery charger, portable car battery charger, portal car battery charger, rv solar 12v battery charger, smart battery charger, solar 12v battery charger, solar 12v car battery charger, solar battery charger, solar battery charger, solar battery maintainer, solar battery maintainer 12 volt, solar car battery charger, solar car battery chargers, solar power 12v battery charger, solar trickle charger, trickle battery charger, trickle charger, trickle charger car battery, trickle charger for atv, trickle charger for boat battery, trickle charger for car battery, trickle charger for motorcycle, trickle chargers, trickle chargers for 12 volt batteries, waterproof trickle charger

DTC0002082

From the manufacturer



2X Faster.

**Charge Fully**  
**Drained Batteries.**  
**+ Maintain All**  
**Battery Sizes.**

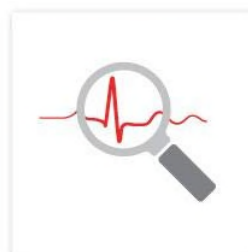
NOCO  
 Multi-purpose

The NOCO Genius G3500 is a portable automatic battery charger and maintainer



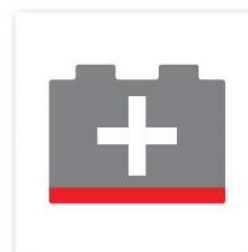
#### 7 Chargers In One

Designed for charging starter and deep-cycle 12V and 6V lead-acid batteries, including COLD/AGM mode and 12V lithium.



#### Diagnostics

Intuitive visual diagnostic tool for detecting reverse polarity, low-voltage or damaged batteries.



#### Recovery

Applies a high-voltage pulse charge when low-voltage, sulfation or lost capacity is detected.



#### CANbus

Automatically enables the charging port to charge CANbus systems.



Protects against reverse polarity, overcharging, open-circuits, short-circuits, and overheating.



**Maintenance Plus**  
Keeps the battery fully charged without overcharging, indefinitely.



**Optimization**  
Stabilizes internal battery chemistry for increased performance and longevity.



**Interactive**  
Alters the charging process based on organic battery feedback.



**Energy-Save**  
Minimizes energy consumption when full power is not needed.



Model	G750	G1100	G3500	G7200	G15000	G26000
Power	0.75A	1.1A	3.5A	7.2A	15A	26A
Battery Voltage	6V & 12V	6V & 12V	6V & 12V	12V & 24V	12V & 24V	12V & 24V
Cold/AGM Mode		✓	✓	✓	✓	✓
12V Lithium Mode		✓	✓	✓	✓	✓
Small Battery Mode			✓			
12V Repair Mode			✓	✓	✓	✓
12V Supply Mode				✓	✓	✓
12V AGM+				✓	✓	✓
JumpCharge Vehicle Starting					✓	✓

Customers also shopped for





Sponsored products related to this item



ProMariner 43021 ProSport 20+ Generation 3 20 Amp, 12/24/36 Volt, 3 Bank Battery Ch...  
★★★★☆ 306  
\$149.58 ✓prime



Aproca Hard Travel carrying Case Compatible with NOCO Genius G3500 6V/12V 3.5A Ultr...  
★★★★★ 6  
\$11.77 ✓prime



NOCO Genius GENM3 12 Amp 3-Bank On-Board Battery Charger  
★★★★☆ 1,132  
\$149.95 ✓prime



JUMTOP QDSP N12 2500A Peak 20800mAh Portable Car Jump Starter (8.0L Gas/6.5L Diesel...  
★★★★☆ 381  
\$94.99 ✓prime



JUMTOP QDSP 2500A Peak 20800mAh Portable Car Jump Starter (8.0L Gas/6.5L Diesel Eng...  
★★★★☆ 29  
\$96.99 ✓prime



Schumacher SC1304 6/12V Fully Automatic Battery Charger and 3/15A Maintainer  
★★★★☆ 207  
\$74.99 ✓prime



JUMTOP QDSP 3000A Peak 22000mAh Portable Car Jump Starter-UL Certified (10L Gas/8L ...  
★★★★☆ 165  
\$129.99 ✓prime



Mroinge MBC055 6V/12V 5.5A Smart Vehicle Battery Charger Maintainer for Cars Motorc...  
★★★★☆ 379  
\$34.96 ✓prime



BEATIT G18 QD! 2000Amp Peak Portable Jump S to 8.0L Gas and  
★★★★☆ 4!  
\$99.99 ✓prime

Ad feedback



Ad feedback

Customer Questions & Answers

See questions and answers

4,911 customer reviews

★★★★☆ 4.2 out of 5 stars

5 star		72%
4 star		10%
3 star		4%
2 star		3%
1 star		11%

By feature

Easy to use	★★★★☆	4.6
Value for money	★★★★☆	4.6
Safety Features	★★★★☆	4.5
<a href="#">See more</a>		

By customer groups & interests

Automotive	★★★★☆	4.1
Car Care	★★★★☆	4.1
Cameras	★★★★☆	4.2
Is this feature helpful?		
<input type="button" value="Yes"/>		<input type="button" value="No"/>

Review this product

Share your thoughts with other customers

Write a customer review

GOODTHREADS



Crafted with care.  
From \$25  
[Shop now](#)

Ad feedback

Customer images



[See all customer images](#)

Read reviews that mention

easy to use	deep cycle	fully charged	battery charger	lead acid
fully charge	back to life	highly recommend	repair mode	well made
completely dead	great charger	new battery	brand new	

Showing 1-8 of 4,911 reviews

Top Reviews

AW

★★★★☆ Stay away — terrible and lengthy warranty process

January 5, 2018

Size: 3.5 Amp | [Verified Purchase](#)

I had to post this because If I could rate this 0 stars I would. The unit worked great until it died. Yes there is a 5-year warranty but you have to write a check (yes a physical check) to the company to cover the cost of any upgrades made to the product line since your unit was made. Additionally, the warranty process is ridiculous so good luck getting your unit back. It has now been two months and still not had my unit sent back.....

661 people found this helpful

|  |

Kenneth A. Edelstein

★★★★★ Resurrection - it IS able to awake a VERY VERY dead battery

April 1, 2017

Size: 3.5 Amp | [Verified Purchase](#)

I attached my cheepo float charger to maintain my 74 Honda CB360 battery. OOPS, dummy me forgot to plug in the charger! Three months later not only is the battery dead, also 2 of the cells are BONE dry. I put in distilled water to raise the 12Amp "flooded wet cell" liquid level to midpoint between the lines at the top. I attached a Fluke voltmeter and saw 3 volts, ouch - 50 or so for a new battery. I thought of my G3500 V2 (with "repair") and thought "why not". To my surprise it started to charge - took a mighty long time - about 14 hours on low setting. Next I ran "repair" till a green light (about 4 hours). As there was some "condensed solids" at the bottom of some cells, I made a marathon effort. I alternated between repair and low charge for three days, slowly as the bubbles rose; the solids dissolved and the bottom cleared. I was stunned. Would it start the long sitting cycle, and if so would the charge last at least a week? YES to both!! Frankly, I was 99% on the way to just ordering a new battery. I probably would but for the fact that my ancient 74 bike has a "kick starter". I am delighted with what the G3500 V2 did. A click on "this was helpful" would be appreciated.

1,439 people found this helpful

|  |

jhusome

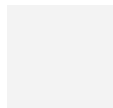
☆☆☆☆☆ **All was fine, when I looked out to see smoke coming ...**

February 4, 2017

Size: 3.5 Amp | [Verified Purchase](#)

If I had written his review yesterday I would have given it 5 stars. It has worked spectacularly. This said, today I was charging my truck battery. All was fine, when I looked out to see smoke coming out of my hood. The thing was fully on fire! I am so lucky I saw it in time. I could have started a serious fire. I am hoping I can get my money back, but I don't even know what the warranty is.

This thing is dangerous!



573 people found this helpful

Helpful

| [Comment](#) | [Report abuse](#)



Amazon Customer

☆☆☆☆☆ **not in the same league as CTEK's. it is more a cheap toy than a tool.**

February 19, 2018

Size: .75 Amp | [Verified Purchase](#)

this is cheaply made. kept showing one battery had a short BUT using a CTEK it charged the battery and all was ok. the NOCO has an integrated eyelet which is very impractical. the manual is deficient in describing things, confusing. i returned and bought a CTEK which is so far superior, no wonder it is recommended by mercedes, bmw, jaguar and used in jay leno's garage. it has separate clips and eyelet cords, a carrying case, a nice manual, easier to use and understand, shows exactly what is being done by the charger. the CTEK 'fixed' batteries that the NOCO simply showed an error code, such as battery short. i would never buy nor recommend the NOCO. those that gave high reviews must never have used the CTEK. the quality, workmanship, ease of use is truly night and day to the much lesser NOCO. when i tried to contact NOCO for explanation on how to use and what was meant in the manual (which is a small hard to read single piece of paper, it took a week for a response. then the tech had no idea of the error signals or able to clarify the manual. their warranty seems to me near a sham; you have to pay return fees and the unit is prorated.

100 people found this helpful

Helpful

| [Comment](#) | [Report abuse](#)



Reitus

☆☆☆☆☆ **One charge is all it would do.**

May 11, 2017

Size: 7.2 Amp | [Verified Purchase](#)

I purchased the NOCO Genius G7200 from Auto TrenDs in late October 2016. I "repaired" an old battery that was in a work truck that had been sitting for over a year. The battery is still working to this day so the NOCO did the trick. However, when i got the charger out to charge my boat battery the first week in May it didn't work. There was a high pitch sound coming from the NOCO. It wouldn't charge the battery. I got one use out of this \$90 charger. I am attempting to return the unit to the Amazon seller Auto TrenDs, so far they have not responded.

225 people found this helpful

Helpful

| [Comment](#) | [Report abuse](#)



John S.

☆☆☆☆☆ **pretty on the outside, not so pretty on the inside.....**

February 11, 2017

Size: 3.5 Amp | [Verified Purchase](#)

After 5 years and 2 months of use...maintaining motor cycle (small battery).

I needed to use it on a full sized battery...

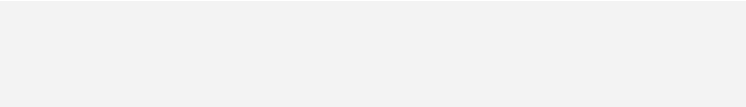
I press the mode button and it does nothing, press a few more times and it goes into standby mode and never comes



out again.  
try to hook to no battery/good battery/bad battery ...no difference. Stuck in Standby mode.  
So I dont know when the mode cycling feature failed.  
btw, to use warranty you need to pay for shipping, and after 2.5 years 35% of the cost of the product.....

Since I was not going to returnit I opened up the unit and found one of the worst soldering jobs ever.  
The outside if the unit is very pretty the inside very poorly soldered .....  
I found a cut terminal lead loose/lightly tacked onto motherboard near the mode button.

With the quality of the soldering of this unit, I would not call it ultra-safe.....



328 people found this helpful

Helpful | Comment | Report abuse

Jon W

★★★★☆ Will NOT work on a fully discharged battery

January 28, 2017

Size: 7.2 Amp | Verified Purchase

I bought this back in Sept and today is the first occasion I've had to use it. The better half hasn't been driving her Mustang, and as a result the battery went dead. Completely dead. So I unboxed the Genius and hooked it up. Despite numerous attempts, the only light that would come on was the straight power light. I thought I had read something on here about it not working on a fully discharged battery, so I hooked up my Battery Tender and let it work for a few hours. Then there was enough juice in the battery for the Genius to work. It fully charged the battery in about 5 hours. So the description is misleading when it says it will charge a completely dead battery, because it will NOT. So I f this is your only battery charger and you have a fully discharged battery, you're out of luck. Which is not Genius, it's stupid. That's a glaring and unforgivable oversight for a \$100 battery charger. Sometimes the old way is not so bad. If you buy the this battery charger, don't toss your old one. You may need the old low-tech dog to get this high-tech kid going.

163 people found this helpful

Helpful | Comment | Report abuse

[See all 4,911 reviews >](#)

Write a customer review

Pages with related products. See and discover other items: [car maintenance tools](#), [boat parts marine](#), [boating fishing](#), [motorcycle wheel lights](#), [auto scratch repair](#), [ultra racing](#)

Set up an Amazon Giveaway



Amazon Giveaway allows you to run promotional giveaways in order to create buzz, reward your audience, and attract new followers and customers. [Learn more about Amazon Giveaway](#)

This item: NOCO Genius G3500 6V/12V 3.5 Amp Battery Charger and Maintainer

Set up a giveaway

Ad feedback

Back to top

Get to Know Us

Careers  
Blog  
About Amazon  
Press Center  
Investor Relations  
Amazon Devices

Make Money with Us

Sell on Amazon  
Sell Under Private Brands  
Sell on Amazon Handmade  
Sell Your Services on Amazon  
Sell on Amazon Business  
Sell Your Apps on Amazon  
Become an Affiliate  
Advertise Your Products  
Self-Publish with Us  
See More

Amazon Payment Products

Amazon Rewards Visa Signature Cards  
Amazon.com Store Card  
Amazon Business Card  
Amazon.com Corporate Credit Line  
Shop with Points  
Credit Card Marketplace  
Reload Your Balance  
Amazon Currency Converter

Let Us Help You

Your Account  
Your Orders  
Shipping Rates & Policies  
Amazon Prime  
Returns & Replacements  
Manage Your Content and Devices  
Amazon Assistant  
Help



English

United States

Amazon Music  
Stream millions of songs

Sell on Amazon  
Start a Selling Account

Amazon Web Services  
Scalable Cloud Computing Services

East Dane  
Designer Men's Fashion

Amazon Photos  
Unlimited Photo Storage Free With Prime

Ring  
Smart Home Security Systems

Amazon Advertising  
Find, attract, and engage customers

Amazon Business  
Everything For Your Business

Audible  
Listen to Books & Original Audio Performances

Fabric  
Sewing, Quilting & Knitting

Prime Video Direct  
Video Distribution Made Easy

eero WiFi  
Stream 4K Video in Every Room

Amazon Drive  
Cloud storage from Amazon

AmazonFresh  
Groceries & More Right To Your Door

Book Depository  
Books With Free Delivery Worldwide

Goodreads  
Book reviews & recommendations

Shopbop  
Designer Fashion Brands

Neighbors App  
Real-Time Crime & Safety Alerts

6pm  
Score deals on fashion brands

AmazonGlobal  
Ship Orders Internationally

Box Office Mojo  
Find Movie Box Office Data

IMDb  
Movies, TV & Celebrities

Amazon Warehouse  
Great Deals on Quality Used Products

Subscribe with Amazon  
Discover & try subscription services

AbeBooks  
Books, art & collectibles

Home Services  
Handpicked Pros Happiness Guarantee

ComiXology  
Thousands of Digital Comics

IMDbPro  
Get Info Entertainment Professionals Need

Whole Foods Market  
America's Healthiest Grocery Store

PillPack  
Pharmacy Simplified

ACX  
Audiobook Publishing Made Easy

Amazon Inspire  
Digital Educational Resources

CreateSpace  
Indie Print Publishing Made Easy

Kindle Direct Publishing  
Indie Digital Publishing Made Easy

Woot!  
Deals and Shenanigans

Amazon Renewed  
Like-new products you can trust

Alexa  
Actionable Analytics for the Web

Amazon Rapids  
Fun stories for kids on the go

DPRReview  
Digital Photography

Prime Now  
FREE 2-hour Delivery on Everyday Items

Zappos  
Shoes & Clothing

Amazon Second Chance  
Pass it on, trade it in, give it a second life

Conditions of Use Privacy Notice Interest-Based Ads © 1996-2019, Amazon.com, Inc. or its affiliates

**PX-058B**



Search

Go

SORRY  
we couldn't find that page  
Try searching or go to [Amazon's home page](#).

Assam  
[Meet the dogs of Amazon](#)



U.S. District Court Middle District of Florida
<b><u>PLAINTIFF'S EXHIBIT</u></b>
Exhibit Number: PX-058B
Case Number: 6:19-cv-00308-CEM-LRH Deltona Transformer Corporation v. The <del>Noco</del> Company
Date Identified:
Date Admitted:

**PX-059A**

amazon

Try Prime

Automotive Parts & Accessories

Deliver to

Washington 20001

Today's Deals

Your Amazon.com

Gift Cards

Help

Whole Foods

Registry

Sell

EN

Hello, Sign in

Account & Lists

Orders

Try Prime

0

Cart

Automotive

Your Garage

Deals & Rebates

Best Sellers

Parts

Accessories

Tools & Equipment

Car Care

Motorcycle & Powersports

Truck

RV

Tires & Wheels

Vehicles

Select your vehicle:


Year

Make

Model

Check Fit

Your Garage (0)



Chance to win daily prizes

no purchase necessary

Learn more

Automotive › Tools & Equipment › Jump Starters, Battery Chargers & Portable Power › Battery Chargers

Roll over image to zoom in

NOCO Genius G7200 12V/24V 7.2 Amp Battery Charger and Maintainer

by NOCO  
★★★★☆ 4,911 customer reviews | 1000+ answered questions

Price: \$98.96 & FREE Shipping. Details

Size: 7.2 Amp




.75 Amp \$29.95	1.1 Amp \$39.95	3.5 Amp \$59.95	4-Bank 4.4 Amp \$179.95
7.2 Amp \$98.96	15 Amp \$159.95	26 Amp \$199.95	

- The most versatile all-in-one battery charger any vehicle owner would need to quickly recharge its battery in hours, including cars, boats, trucks, RVs, tractors and much more up to 230 amp-hours.
- Perfect for keeping your vehicles fully-charged and maintained during year-round battery maintenance or long-term storage for improved performance and longevity.
- Works with all types of 12-volt and 24-volt lead-acid batteries, including Wet, Gel, and AGM, or any common automotive, deep-cycle, marine, or maintenance-free battery.
- Keep your battery fully charged without worry or overcharge. Simply plug-in and let our advanced charging technology automatically monitor and maintain your battery.
- Use our advanced Repair Mode to reverse the damaging effects when batteries are left uncharged for extended periods to improve battery performance and longevity.Power Consumption:132 Watts (Max)
- Convert the battery charger into a 5-amp constant-current, constant-voltage power supply for maintaining onboard computer member during battery changes or as a DC power source.
- An optimized charge mode for safely charging and maintaining 12-volt lithium-ion batteries, and recommended with use on lithium batteries with an internal BMS.
- One of the most advanced and safest battery chargers, including spark-proof technology, and reverse polarity protection, plus backed by our 5-year warranty and endless accessories.

See more product details

Compare with similar items

Used & new (52) from \$85.63 & FREE shipping. Details



Did you know?  
Amazon has FREE Samples

Learn more

Save on AmazonBasics and SupplyMaster Safety Gear

U.S. District Court Middle District of Florida
<u>PLAINTIFF'S EXHIBIT</u>
Exhibit Number: PX-059A
Case Number: 6:19-cv-00308-CEM-LRH Deltona Transformer Corporation v. The NOCO Company
Date Identified:
Date Admitted:

Buy new: \$98.96

& FREE Shipping. Details

Want it tomorrow, July 12? Order within 7 hrs 10 mins and choose One-Day Shipping at checkout. Details


In Stock.

Qty: 1

Add to Cart

Buy Now

Ships from and sold by Amazon.com.



Enjoy fast, FREE delivery, exclusive deals and Award-Winning movies & TV shows with Prime

Click here and start saving today with Fast, FREE Delivery

Gift-wrap available.

Deliver to Washington 20001

Buy used: \$85.63

Add to List

Share 4K+ Shares

Other Sellers on Amazon

\$99.95

& FREE Shipping on eligible orders. Details

Sold by: PriceGrab

Add to Cart

DTC0002091

https://www.amazon.com/NOCO-G7200-UltraSafe-Battery-Charger/dp/B004LWTHP2?ref\_=bl\_dp\_s\_web\_3022124011

1/12

- SupplyMaster

Disposable  
Exam Nitrile  
Gloves, 400  
pk \$24.30
- AmazonBasics

Blue Light  
Blocking  
Safety  
Glasses, 12pk  
\$51.41
- AmazonBasics

Noise  
Reduction  
Safety  
Earmuffs  
\$11.96

Frequently bought together



+



+



Total price: \$129.90

Add all three to Cart

Add all three to List

- i

These items are shipped from and sold by different sellers. [Show details](#)
- ✓


This item: NOCO Genius G7200 12V/24V 7.2 Amp Battery Charger and Maintainer \$98.96
- ✓

LTGEM EVA Hard Case Compatible with NOCO Genius G7200 12V/24V 7.2A UltraSafe Smart Battery Charger... \$16.99
- ✓

NOCO GC004 X-Connect 10-Foot Extension \$13.95

Sponsored products related to this item


Page 1 of 131



NOCO Boost Plus GB40  
1000 Amp 12V UltraSafe  
Lithium Jump Starter for  
up to 6L Gasol...

★★★★☆ 4,280


\$99.00 ✓prime



QDSP 1500A Peak  
Portable Lithium Car Jump  
Starter (up to 8.0L Gas and  
6.2L Diesel) ...

★★★★☆ 21


\$89.99 ✓prime



JUMTOP QDSP 3000A  
Peak 22000mAh Portable  
Car Jump Starter-UL  
Certified (10L Gas/8L ...

★★★★☆ 165


\$129.99 ✓prime



CTEK 40-206 MXS 5.0-12  
Volt Battery Charger


★★★★☆ 83

\$66.05 ✓prime



MICTUNING Level 2 EV  
Quick Charger (85-265V,  
16A, 25FT), LED Display  
EVSE Electric ...


\$189.99 ✓prime



JUMTOP E18 2000A Peak  
Portable Car Jump Starter  
(8.0L Gas/6.5L Diesel  
Engine) Auto ...

★★★★☆ 34

\$89.99 ✓prime



Automatic Battery  
Charger Maintaine  
1500mA Smart FI  
Battery Charger...

★★★★☆ 17

\$14.99 ✓prime

Ad feedback

What other items do customers buy after viewing this item?

\$99.95

& FREE Shipping on  
eligible orders. [Details](#)

Sold by: Active Trade

Add to Cart

\$99.95

& FREE Shipping on  
eligible orders. [Details](#)

Sold by: AlphaStereo


Add to Cart

Used & new (52) from \$85.63 & FREE  
shipping. [Details](#)

Have one to sell?

Sell on Amazon

3 PACK



Ceptics  
connecting the world

Europe Uses  
more than 1 Type  
- Try this Instead

Ceptics European Travel Adapter Set 2  
in 1 USA to Europe, Germany, England...

2,379

\$10.99 ✓prime

Ad feedback

https://www.amazon.com/NOCO-G7200-UltraSafe-Battery-Charger/dp/B004LWTHP2?ref\_=bl\_dp\_s\_web\_3022124011

DTC0002092

2/12





NOCO GC002 X-Connect Eyelet Terminal

★★★★☆ 1,032



CTEK (56-353) MULTI US 7002 12-Volt Battery Charger

★★★★☆ 565


\$111.96✓prime



NOCO GC004 X-Connect 10-Foot Extension

★★★★☆ 1,032

\$13.95✓prime







Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers

★★★★☆ 4,933

\$45.03✓prime

See all vehicles this product fits.

Compare with similar items

							
This item NOCO Genius G7200 12V/24V 7.2 Amp Battery Charger and Maintainer		CTEK (56-353) MULTI US 7002 12-Volt Battery Charger		Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers		Ampeak 2/8/15A 12V Smart Battery Charger/Maintainer Automatic with Winter Mode	
<div>Add to Cart</div>		<div>Add to Cart</div>		<div>Add to Cart</div>		<div>Add to Cart</div>	
Customer Rating	★★★★☆ (4910)	★★★★☆ (565)	★★★★☆ (4933)	★★★★☆ (241)			
Price	\$98 <sup>96</sup>	\$111 <sup>96</sup>	\$45 <sup>03</sup>	\$60 <sup>99</sup>			
Shipping	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25			
Sold By	Amazon.com	Amazon.com	Amazon.com	AMPEAK-US			
Item Dimensions	—	7.52 x 3.5 x 1.89 in	11 x 4 x 11 in	9.76 x 5.29 x 3.91 in			

Special offers and product promotions

Size: 7.2 Amp



• Your cost could be \$48.96 instead of \$98.96! Get a \$50 Amazon.com Gift Card instantly upon approval for the Amazon Rewards Visa Card [Apply now](#)

**WARNING:** California's Proposition 65

Have a question?

Find answers in product info, Q&As, reviews

Q

Product information

Size:**7.2 Amp**

Technical Details

Brand	NOCO
Model	G7200
Item Weight	1.8 pounds
Product Dimensions	4.3 x 5 inches
California residents	<a href="#">Click here</a> for Proposition 65 warning
Item model number	G7200
Batteries	1 Lithium Metal batteries required. (included)
Manufacturer Part Number	G7200
<a href="#">OEM Part Number</a>	G7200
<a href="#">Folding</a>	No
<a href="#">Cover Included</a>	G7200 Battery Charger and Maintainer, GC001 Battery Clamps w/ Integrated Eyelets, User Guide & Warranty Information
Amperage	7.2 A
Voltage	12 volts

Additional Information

ASIN	B004LWTHP2
Customer Reviews	<div><div>★★★★☆</div><div>4.2 out of 5 stars</div></div> <div><a href="#">4,911 customer reviews</a></div>
Best Sellers Rank	#2,340 in Automotive ( <a href="#">See Top 100 in Automotive</a> ) #24 in <a href="#">Battery Chargers</a> #69 in <a href="#">Automotive Replacement Batteries &amp; Accessories</a>
Shipping Weight	2.85 pounds ( <a href="#">View shipping rates and policies</a> )
Domestic Shipping	Currently, item can be shipped only within the U.S. and to APO/FPO addresses. For APO/FPO shipments, please check with the manufacturer regarding warranty and support issues.
International Shipping	This item can be shipped to select countries outside of the U.S. <a href="#">Learn More</a>
Date First Available	July 7, 2004

Warranty & Support

Warranty, Parts: Parts

Product Warranty: For warranty information about this product, please [click here](#) [PDF ]

Feedback

If you are a seller for this product, would you like to [suggest updates through seller support](#)?  
Would you like to [tell us about a lower price](#)?

Technical Specification

- [User Guide](#) [pdf ]
- [Specification Sheet](#) [pdf ]

Product and related videos (0) [Upload your video](#)

**Be the first video**  
Your name here

Important information

Legal Disclaimer  
CALIFORNIA WARNING: Cancer and Reproductive Harm - www.P65Warnings.ca.gov

Product description

Size: 7.2 Amp

NOCO Genius smart battery chargers are some of the safest and most advanced on the market. One of our best, the G3500 3. 5 Amp is designed to charge 6-volt and 12-volt lead-acid and lithium-ion batteries up to 120Ah. It can also effectively maintain automotive, marine, RV, power sport, lawn & garden and deep-cycle batteries. It charges 2x faster than ordinary battery chargers, can repair damaged batteries and is designed for use with micro-hybrid start-stop vehicles and CANBUS electrical systems. Guided by an onboard microcomputer, the G3500 monitors battery activity for safe and efficient charging, automatically minimizes energy consumption and provides redundant levels of safety protection, including spark-proof technology, as well as reverse polarity and overcharge protection. It can remain safely connected 24/7, while its streamlined design makes it ultra-compact, portable, and incredibly lightweight. The G3500 features external mounting holes and a rubberized base that avoids surface slipping and scratches, while remaining impact, UV and water-resistant (IP65). Intuitive LED indicators provide visual state-of-charge feedback and diagnostic information, even when in maintenance mode. Designed for use on 120-volt 50-60Hz electrical systems, the G3500 includes both X-Connect battery clamps with integrated eyelet terminals, as well as a 5-year limited warranty. Other commonly used search terms include:12 volt battery charger, 12 volt battery maintainer, 12 volt motorcycle trickle charger, 12 volt trickle charger, 12v 24v battery charger, 12v auto battery charger, 12v battery charger, 12v battery trickle charger, 12v car battery charger, 12v trickle charger, 24 volt battery charger, 24 volt trickle charger, 24v 12v battery charger, 24v battery and charger, 24v battery charger, 24v battery chargers, 24v trickle charger, atv battery charger, auto battery charger, automobile battery charger, automotive battery charger, automotive battery chargers, battery charger, battery charger 12v, battery charger auto, battery charger automotive, battery charger car, battery charger for car, battery charger for cars, battery charger portable, battery charger scooter, battery chargers, battery chargers automotive, battery desulfator, battery maintainer, battery maintainer 12 volt, battery tender, battery tender junior, battery tender usb, battery trickle charger, battery trickle charger with float mode, car battery charger, car battery charger and starter, car battery charger maintainer, car battery charger portable, car battery charger with jump start, car battery chargers, car battery chargers 12 volt, car battery maintainer, car battery tender, car battery trickle charger, Harley Davidson trickle charger, lawn mower battery charger, manual battery charger, marine battery charger, marine battery trickle charger, mini car battery charger, motorcycle battery maintainer, motorcycle battery tender, motorcycle trickle charger, noco, noco battery, noco battery charger, noco genius, noco genius chargers, noco genius ultra safe smart battery chargers, portable auto battery charger, portable battery charger, portable car battery charger, portal car battery charger, rv solar 12v battery charger, smart battery charger, solar 12v battery charger, solar 12v car battery charger, solar battery charger, solar battery maintainer, solar battery maintainer 12 volt, solar car battery charger, solar car battery chargers, solar power 12v battery charger, solar trickle charger, trickle battery charger, trickle charger, trickle charger car battery, trickle charger for atv, trickle charger for boat battery, trickle charger for car battery, trickle charger for motorcycle, trickle chargers, trickle chargers for 12 volt batteries, waterproof trickle charger

From the manufacturer




**Charge Fully  
Drained Batteries.  
+ Maintain All  
Battery Sizes.**

**2X Faster.**

**Multi-purpose**


The Genius G7200 is a portable automatic battery charger



**8**  
Charge  
Modes


8 Chargers In One

Charges 12V & 24V lead-acid batteries (including AGM and more) and 12V Lithium. Repairs desulfated batteries, charges in cold conditions, and has a 13.6V Supply mode.




Diagnostics

Intuitive visual diagnostic tool for detecting reverse polarity, low-voltage or damaged batteries.



Recovery

Applies a high-voltage pulse charge when low-voltage, sulfation or lost capacity is detected.



CANbus

Automatically enables the charging port to charge CANbus systems.

[https://www.amazon.com/NOCO-G7200-UltraSafe-Battery-Charger/dp/B004LWTHP2?ref\\_=bl\\_dp\\_s\\_web\\_3022124011](https://www.amazon.com/NOCO-G7200-UltraSafe-Battery-Charger/dp/B004LWTHP2?ref_=bl_dp_s_web_3022124011)

DTC0002095

5/12



Protects against reverse polarity, overcharging, open-circuits, short-circuits, and overheating.



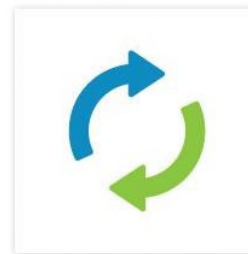
#### Maintenance Plus

Keeps the battery fully charged without overcharging, indefinitely.



#### Optimization

Stabilizes internal battery chemistry for increased performance and longevity.



#### Interactive

Alters the charging process based on organic battery feedback.



#### Energy-Save

Minimizes energy consumption when full power is not needed.



Model	G750	G1100	G3500	G7200	G15000	G26000
Power	0.75A	1.1A	3.5A	7.2A	15A	26A
Battery Voltage	6V & 12V	6V & 12V	6V & 12V	12V & 24V	12V & 24V	12V & 24V
Cold/AGM Mode		✓	✓	✓	✓	✓
12V Lithium Mode		✓	✓	✓	✓	✓
Small Battery Mode			✓			
12V Repair Mode			✓	✓	✓	✓
12V Supply Mode				✓	✓	✓
12V AGM+				✓	✓	✓
JumpCharge Vehicle Starting					✓	✓

Customers who viewed this item also viewed



NOCO GC002 X-Connect Eyelet Terminal  
★★★★☆ 1,032  
38 offers from \$8.25



CTEK (56-353) MULTI US 7002 12-Volt Battery Charger  
★★★★★ 565  
\$111.96 ✓prime



NOCO GC004 X-Connect 10-Foot Extension  
★★★★☆ 1,032  
\$13.95 ✓prime



LTGEM EVA Hard Case Compatible with NOCO Genius G7200 12V/24V 7.2A UltraSafe Smart...  
★★★★★ 66  
\$16.99 ✓prime



NOCO GC008 X-Connect XL Eyelet Terminal  
★★★★☆ 1,032  
\$9.95 ✓prime



NOCO GC015 X-Connect 12V Eyelet Battery Indicator  
★★★★☆ 1,032  
\$8.99 ✓prime

Sponsored products related to this item



NOCO Boost Plus GB40  
1000 Amp 12V UltraSafe  
Lithium Jump Starter for  
up to 6L Gasol...  
★★★★☆ 4,280  
\$99.00 ✓prime



CTEK 40-206 MXS 5.0-12  
Volt Battery Charger  
★★★★☆ 83  
\$66.05 ✓prime



JUMTOP QDSP 3000A  
Peak 22000mAh Portable  
Car Jump Starter-UL  
Certified (10L Gas/8L ...  
★★★★☆ 165  
\$129.99 ✓prime



JUMTOP E18 2000A Peak  
Portable Car Jump Starter  
(8.0L Gas/6.5L Diesel  
Engine) Auto ...  
★★★★☆ 34  
\$89.99 ✓prime



JUMTOP QDSP N12 2500A  
Peak 20800mAh Portable  
Car Jump Starter (8.0L  
Gas/6.5L Diesel...  
★★★★☆ 381  
\$94.99 ✓prime



QDSP 1500A Peak  
Portable Lithium Car Jump  
Starter (up to 8.0L Gas and  
6.2L Diesel) ...  
★★★★☆ 21  
\$89.99 ✓prime



Ampeak 6V 12V Smart Car  
Battery Charger and  
Maintainer 2A 8A Fully  
Automatic with C...  
★★★★☆ 241  
\$49.99 ✓prime



JUMTOP QDSP 2500A  
Peak 20800mAh Portable  
Car Jump Starter (8.0L  
Gas/6.5L Diesel Eng...  
★★★★☆ 29  
\$96.99 ✓prime



BEATIT G18 QD!  
2000Amp Peak  
Portable Jump \$  
to 8.0L Gas and  
★★★★☆ 4!  
\$99.99 ✓prime

Ad feedback



Ad feedback

Customer Questions & Answers

See questions and answers

4,911 customer reviews

★★★★☆ 4.2 out of 5 stars

5 star		72%
4 star		10%
3 star		4%
2 star		3%
1 star		11%

Customer images



DTC0002098



By feature

- Easy to use ★★★★☆ 4.6
- Value for money ★★★★☆ 4.6
- Safety Features ★★★★☆ 4.5

See more

By customer groups & interests

- Automotive ★★★★☆ 4.1
- Car Care ★★★★☆ 4.1
- Cameras ★★★★☆ 4.2

Is this feature helpful? Yes No

Review this product

Share your thoughts with other customers

Write a customer review



Ad feedback

Amazon.com: NOCO Genius G7200 12V/24V 7.2 Amp Battery Charger and Maintainer: Automotive

See all customer images

Read reviews that mention

- easy to use
- deep cycle
- fully charged
- battery charger
- lead acid
- fully charge
- back to life
- highly recommend
- repair mode
- well made
- completely dead
- great charger
- new battery
- brand new

Showing 1-8 of 4,911 reviews

Top Reviews

AW

★☆☆☆☆ Stay away — terrible and lengthy warranty process

January 5, 2018

Size: 3.5 Amp | Verified Purchase

I had to post this because If I could rate this 0 stars I would. The unit worked great until it died. Yes there is a 5-year warranty but you have to write a check (yes a physical check) to the company to cover the cost of any upgrades made to the product line since your unit was made. Additionally, the warranty process is ridiculous so good luck getting your unit back. It has now been two months and still not had my unit sent back.....

661 people found this helpful

Helpful | Comment | Report abuse

Kenneth A. Edelstein

★★★★★ Resurrection - it IS able to awake a VERY VERY dead battery

April 1, 2017

Size: 3.5 Amp | Verified Purchase

I attached my cheepo float charger to maintain my 74 Honda CB360 battery. OOPS, dummy me forgot to plug in the charger! Three months later not only is the battery dead, also 2 of the cells are BONE dry. I put in distilled water to raise the 12Amp "flooded wet cell" liquid level to midpoint between the lines at the top. I attached a Fluke voltmeter and saw 3 volts, ouch - 50 or so for a new battery. I thought of my G3500 V2 (with "repair") and thought "why not". To my surprise it started to charge - took a mighty long time - about 14 hours on low setting. Next I ran "repair" till a green light (about 4 hours). As there was some "condensed solids" at the bottom of some cells, I made a marathon effort. I alternated between repair and low charge for three days, slowly as the bubbles rose; the solids dissolved and the bottom cleared. I was stunned. Would it start the long sitting cycle, and if so would the charge last at least a week? YES to both!! Frankly, I was 99% on the way to just ordering a new battery. I probably would but for the fact that my ancient 74 bike has a "kick starter". I am delighted with what the G3500 V2 did. A click on "this was helpful" would be appreciated.

1,439 people found this helpful

Helpful | Comment | Report abuse

jhusome

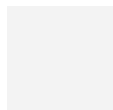
★☆☆☆☆ All was fine, when I looked out to see smoke coming ...

February 4, 2017

Size: 3.5 Amp | Verified Purchase

If I had written his review yesterday I would have given it 5 stars. It has worked spectacularly. This said, today I was charging my truck battery. All was fine, when I looked out to see smoke coming out of my hood. The thing was fully on fire! I am so lucky I saw it in time. I could have started a serious fire. I am hoping I can get my money back, but I don't even know what the warranty is.

This thing is dangerous!



573 people found this helpful

Helpful

| Comment | Report abuse



Amazon Customer

★☆☆☆☆ **not in the same league as CTEK's. it is more a cheap toy than a tool.**

February 19, 2018

Size: .75 Amp | [Verified Purchase](#)

this is cheaply made. kept showing one battery had a short BUT using a CTEK it charged the battery and all was ok. the NOCO has an intergrated eyelet which is very impractical. the manual is defecient in describing things, confusing. i returned and bought a CTEK which is so far superior, no wonder it is recommended by mercedez, bmw, jaguar and used in jay leno's garage. it has seperate clips and eyelt cords, a carrying case, a nice manual, easier to use and understand, shows exactky what is being done by the charger. the CTEK 'fixed' batteries that the NOCO simply showed an error code, such as battery short. i wiould never buy nor recommend the NOCO. those that gave high reviews must never have used the CTEK. the quality, workmnship, ease of use is truly night and day to the much lesser NOCO. when i tried to contact NOCO for explanation on how to use and whatwas meant in the manual (which is a small hard to read single piece of paper, it took a week for a response. then the tech had no idea of the error signals or able to clarify the manual. their warranty seems to me near a sham; you have to pay return fees and the unit is prorated.

100 people found this helpful

Helpful

| Comment | Report abuse



Reitus

★☆☆☆☆ **One charge is all it would do.**

May 11, 2017

Size: 7.2 Amp | [Verified Purchase](#)

I purchased the NOCO Genius G7200 from Auto TrenDs in late October 2016. I "repaired" an old battery that was in a work truck that had been sitting for over a year. The battery is still working to this day so the NOCO did the trick. However, when i got the charger out to charge my boat battery the first week in May it didnt work. There was a high pitch sound coming from the NOCO. It wouldn't charge the battery. I got one use out of this \$90 charger. I am attempting to return the unit to the Amazon seller Auto TrenDs, so far they have not responded.

225 people found this helpful

Helpful

| Comment | Report abuse



John S.

★☆☆☆☆ **pretty on the outside, not so pretty on the inside.....**

February 11, 2017

Size: 3.5 Amp | [Verified Purchase](#)

After 5 years and 2 months of use...maintainng motor cycle (small battery).

I needed to use it on a full sized battery...

I press the mode button and it does nothing, press a few more time and it goes into standby mode and never comes out again.

try to hook to no battery/good battery/bad battery ...no difference. Stuck in Standby mode.

So I dont know when the mode cycling feature failed.

btw, to use warranty you need to pay for shipping, and after 2.5 years 35% of the cost of the product.....

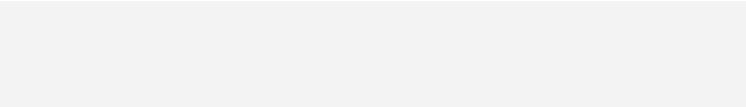
Since I was not going to returnit I opened up the unit and found one of the worst soldering jobs ever.

The outside if the unit is very pretty the inside very poorly soldered .....

I found a cut terminal lead loose/lightly tacked onto motherboard near the mode button.



With the quality of the soldering of this unit, I would not call it ultra-safe.....



328 people found this helpful

Helpful | Comment | Report abuse

Jon W

★★★★☆ Will NOT work on a fully discharged battery

January 28, 2017

Size: 7.2 Amp | Verified Purchase

I bought this back in Sept and today is the first occasion I've had to use it. The better half hasn't been driving her Mustang, and as a result the battery went dead. Completely dead. So I unboxed the Genius and hooked it up. Despite numerous attempts, the only light that would come on was the straight power light. I thought I had read something on here about it not working on a fully discharged battery, so I hooked up my Battery Tender and let it work for a few hours. Then there was enough juice in the battery for the Genius to work. It fully charged the battery in about 5 hours. So the description is misleading when it says it will charge a completely dead battery, because it will NOT. So If this is your only battery charger and you have a fully discharged battery, you're out of luck. Which is not Genius, it's stupid. That's a glaring and unforgivable oversight for a \$100 battery charger. Sometimes the old way is not so bad. If you buy the this battery charger, don't toss your old one. You may need the old low-tech dog to get this high-tech kid going.

163 people found this helpful

Helpful | Comment | Report abuse

See all 4,911 reviews >

Write a customer review

Pages with related products. See and discover other items: [car detail products](#), [car diagnostics](#), [wicked fishing](#), [camping sales deals](#), [auto detail supply](#), [Best car accessories for crosstrek](#)

Set up an Amazon Giveaway



Amazon Giveaway allows you to run promotional giveaways in order to create buzz, reward your audience, and attract new followers and customers. [Learn more about Amazon Giveaway](#)

This item: NOCO Genius G7200 12V/24V 7.2 Amp Battery Charger and Maintainer

Set up a giveaway



Ad feedback

Get to Know Us

Careers

Blog

About Amazon

Press Center

Investor Relations

Amazon Devices

Make Money with Us

Sell on Amazon

Sell Under Private Brands

Sell on Amazon Handmade

Sell Your Services on Amazon

Sell on Amazon Business

Sell Your Apps on Amazon

Become an Affiliate

Advertise Your Products

Self-Publish with Us

› See More

Amazon Payment Products

Amazon Rewards Visa Signature Cards

Amazon.com Store Card

Amazon Business Card

Amazon.com Corporate Credit Line

Shop with Points

Credit Card Marketplace

Reload Your Balance

Amazon Currency Converter

Let Us Help You

Your Account

Your Orders

Shipping Rates & Policies

Amazon Prime

Returns & Replacements

Manage Your Content and Devices

Amazon Assistant

Help

amazon

English

United States

Amazon Music

Stream millions of songs

Sell on Amazon

Start a Selling Account

Amazon Web Services

Scalable Cloud Computing Services

East Dane

Designer Men's Fashion

Amazon Photos

Unlimited Photo Storage Free With Prime

Ring

Smart Home Security Systems

Amazon Advertising

Find, attract, and engage customers

Amazon Business

Everything For Your Business

Audible

Listen to Books & Original Audio Performances

Fabric

Sewing, Quilting & Knitting

Prime Video Direct

Video Distribution Made Easy

eero WiFi

Stream 4K Video in Every Room

Amazon Drive

Cloud storage from Amazon

AmazonFresh

Groceries & More Right To Your Door

Book Depository

Books With Free Delivery Worldwide

Goodreads

Book reviews & recommendations

Shopbop

Designer Fashion Brands

Neighbors App

Real-Time Crime & Safety Alerts

6pm

Score deals on fashion brands

AmazonGlobal

Ship Orders Internationally

Box Office Mojo

Find Movie Box Office Data

IMDb

Movies, TV & Celebrities

Amazon Warehouse

Great Deals on Quality Used Products

Subscribe with Amazon

Discover & try subscription services

AbeBooks

Books, art & collectibles

Home Services

Handpicked Pros Happiness Guarantee

ComiXology

Thousands of Digital Comics

IMDbPro

Get Info Entertainment Professionals Need

Whole Foods Market

America's Healthiest Grocery Store

PillPack

Pharmacy Simplified

ACX

Audiobook Publishing Made Easy

Amazon Inspire

Digital Educational Resources

Kindle Direct Publishing

Indie Digital Publishing Made Easy

Woot!

Deals and Shenanigans

Amazon Renewed

Like-new products you can trust

Alexa

Actionable Analytics for the Web

Amazon Rapids

Fun stories for kids on the go

DPRview

Digital Photography

Prime Now

FREE 2-hour Delivery on Everyday Items

Zappos

Shoes & Clothing

Amazon Second Chance

Pass it on, trade it in, give it a second life

Conditions of Use

Privacy Notice

Interest-Based Ads

© 1996-2019, Amazon.com, Inc. or its affiliates

https://www.amazon.com/NOCO-G7200-UltraSafe-Battery-Charger/dp/B004LWTHP2?ref\_=bl\_dp\_s\_web\_3022124011

DTC0002102

12/12

**PX-059B**



Search

Go

SORRY  
we couldn't find that page  
Try searching or go to [Amazon's home page](#).



Millie  
[Meet the dogs of Amazon](#)

U.S. District Court Middle District of Florida
<b><u>PLAINTIFF'S EXHIBIT</u></b>
Exhibit Number: PX-059B
Case Number: <u>6:19-cv-00308-CEM-LRH</u>
Deltona Transformer Corporation v. The <u>Noco</u> Company
Date Identified:
Date Admitted:

**PX-060A**



Exam Nitrile  
Gloves, 400  
pk \$24.30

Blocking  
Safety  
Glasses, 12pk  
\$51.41

Reduction  
Safety  
Earmuffs  
\$11.96

Frequently bought together



Total price: \$191.89


Add all three to Cart

Add all three to List


- These items are shipped from and sold by different sellers. [Show details](#)
- ☒ **This item:** NOCO Genius G15000 12V/24V 15 Amp Pro-Series Battery Charger and Maintainer \$159.95
  - ☒ LTGEM EVA Hard Case Compatible with NOCO Genius G15000 12V/24V 15A Pro Series UltraSafe Smart... \$17.99
  - ☒ NOCO GC004 X-Connect 10-Foot Extension \$13.95

Sponsored products related to this item


Page 1 of 40




NOCO Boost Plus GB40 1000 Amp 12V UltraSafe Lithium Jump Starter for up to 6L Gasol...  
★★★★☆ 4,280  
\$99.00 ✓prime




CTEK 40-206 MXS 5.0-12 Volt Battery Charger  
★★★★☆ 83  
\$66.05 ✓prime




NOCO Genius GEN1 10 Amp 1-Bank On-Board Battery Charger  
★★★★☆ 1,132  
\$99.95 ✓prime




Ampeak 6V 12V Smart Car Battery Charger and Maintainer 2A 8A Fully Automatic with C...  
★★★★☆ 241  
\$49.99 ✓prime



Mroinge 12V 2A Lead Acid/Lithium(LiFePO4) Automatic Trickle Battery Charger Smart B...  
★★★★☆ 82  
\$20.99 ✓prime



BEATIT G18 QDSP 2000Amp Peak 12V Portable Jump Starter (Up to 8.0L Gas and Diesel E...  
★★★★☆ 493  
\$99.99 ✓prime



Battery Tender Plus 0128, 1.25 Amp B Charger is a Smar Charger, it will ...  
★★★★☆ 4,932  
\$45.03 ✓prime

eligible orders. [Details](#)  
Sold by: AlphaStereo

\$159.95  
+ Free Shipping  
Sold by: Drivetrain America

Add to Cart

\$159.95  
+ Free Shipping  
Sold by: Trends Auto

Add to Cart

Used & new (41) from \$143.77 & FREE shipping. [Details](#)

Have one to sell? [Sell on Amazon](#)

3 PACK   
connecting the world




Europe Uses more than 1 Type - Try this Instead


Ceptics European Travel Adapter Set 2 in 1 USA to Europe, Germany, England...  
2,379  
\$10.99 ✓prime

[Ad feedback](#)


What other items do customers buy after viewing this item?




CTEK (56-353) MULTI US 7002 12-Volt Battery Charger  
★★★★☆ 565  
\$111.96 ✓prime



Schumacher SC1280 6/12V Rapid Battery Charger and 15A Maintainer  
★★★★☆ 207  
\$44.97 ✓prime




NOCO GC004 X-Connect 10-Foot Extension  
★★★★☆ 1,032  
\$13.95 ✓prime



Battery Tender Plus 021-0128, 1.25 Amp Battery Charger is a Smart Charger, it will Fully Charge and Maintain a Battery at Proper Storage Voltage without the Damaging Effects Caused by Trickle Chargers  
★★★★☆ 4,933  
\$45.03 ✓prime




Compare with similar items




**This item** NOCO Genius G15000 12V/24V 15 Amp Pro-Series Battery Charger and Maintainer

Add to Cart




CTEK (56-353) MULTI US 7002 12-Volt Battery Charger

Add to Cart



NOCO GC004 X-Connect 10-Foot Extension

Add to Cart



CTEK (56-674) Multi US 25000 8-step, Fully Automatic 12 Volt 25 Amp Battery Charger

Add to Cart

Customer Rating	★★★★☆ (4910)	★★★★☆ (565)	★★★★☆ (1032)	★★★★☆ (63)
Price	\$159 <sup>95</sup>	\$111 <sup>96</sup>	\$13 <sup>95</sup>	\$208 <sup>00</sup>
Shipping	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25	FREE Shipping on orders over \$25
Sold By	Amazon.com	Amazon.com	Amazon.com	Amazon.com
Item Dimensions	—	7.52 x 3.5 x 1.89 in	1.57 x 3.23 x 5.12 in	9.5 x 5.5 x 2.5 in

Special offers and product promotions

- Size: 15 Amp
- No interest if paid in full within 6 months with the Amazon.com Store Card on any purchase totaling \$149 or more. [Apply now.](#)

**WARNING:** California's Proposition 65

Have a question?

Find answers in product info, Q&As, reviews

Product information

Size: 15 Amp

Technical Details

Brand	NOCO
Model	G15000
Item Weight	6.5 pounds
Product Dimensions	5.6 x 18 inches

Additional Information


ASIN	B00PKIBVU0
Customer Reviews	★★★★☆ 4,911 customer reviews 4.2 out of 5 stars
Best Sellers Rank	#10,594 in Automotive (See Top 100 in Automotive) #65 in Battery Chargers

California residents	<a href="#">Click here</a> for Proposition 65 warning
Item model number	G15000
Manufacturer Part Number	G15000
<a href="#">Folding</a>	No
<a href="#">Cover Included</a>	G15000 UltraSafe Battery Charger, Battery Clamps with Integrated Eyelet Terminals, User Guide, 5-Year Limited Warranty
Amperage	15 A
Voltage	12 volts

Technical Specification

[Specification Sheet](#) [pdf ]  
[User Manual](#) [pdf ]

Product and related videos (0) [Upload your video](#)



**Be the first video**  
Your name here

Important information

**Legal Disclaimer**  
CALIFORNIA WARNING: Cancer and Reproductive Harm - [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov)

Product description

Size:15 Amp

NOCO Genius smart battery chargers are some of the safest and most advanced on the market. One of our best, the G15000 15 Amp is designed to charge 12-volt and 24-volt lead-acid and lithium-ion batteries up to 400Ah. It can also effectively maintain automotive, marine, RV, lawn & garden and deep-cycle batteries. It charges 2x faster than ordinary battery chargers, can jump start dead batteries, repair damaged batteries, power DC devices and is designed to use with micro-hybrid start-stop vehicles and CANBUS electrical systems. Guided by an onboard microcomputer, the G15000 monitors battery activity for safe and efficient charging, automatically minimizes energy consumption and provides redundant levels of safety protection, including spark-proof technology, as well as reverse polarity and overcharge protection. It can remain safely connected 24/7, while its streamlined design makes it ultra-compact, portable and incredibly lightweight. The G15000 features external mounting holes and a rubberized base that avoids surface slipping and scratches, all while remaining impact, UV and water-resistant (IP44). Intuitive LED indicators provide visual state-of-charge feedback and diagnostic information, even when in maintenance mode. Designed for use on 120-volt, 50-60Hz electrical systems, the G15000 includes HD X-Connect battery clamps with detachable eyelet terminals and a 5-year limited warranty. Other commonly used search terms include: 12 volt battery charger, 12 volt battery maintainer, 12 volt motorcycle trickle charger, 12 volt trickle charger, 12v 24v battery charger, 12v auto battery charger, 12v battery charger, 12v battery trickle charger, 12v car battery charger, 12v trickle charger, 24 volt battery charger, 24 volt trickle charger, 24v 12v battery charger, 24v battery and charger, 24v battery charger, 24v battery chargers, 24v trickle charger, atv battery charger, auto battery charger, automobile battery charger, automotive battery charger, automotive battery chargers, battery charger, battery charger 12v, battery charger auto, battery charger automotive, battery charger car, battery charger for car, battery charger for cars, battery charger portable, battery charger scooter, battery chargers, battery chargers automotive, battery desulfator, battery maintainer, battery maintainer 12 volt, battery tender, battery tender junior, battery tender usb, battery trickle charger, battery trickle charger with float mode, car battery charger, car battery charger and starter, car battery charger maintainer, car battery charger portable, car battery charger with jump start, car battery chargers, car battery chargers 12 volt, car battery maintainer, car battery tender, car battery trickle charger, Harley Davidson trickle charger, lawn mower battery charger, manual battery charger, marine battery charger, marine battery trickle charger, mini car battery charger, motorcycle battery maintainer, motorcycle battery tender, motorcycle trickle charger, noco, noco battery, noco battery charger, noco genius, noco genius chargers, noco genius ultra safe smart battery chargers, portable auto battery charger, portable battery charger, portable car battery charger, portal car battery charger, rv solar 12v battery charger, smart battery charger, solar 12v battery charger, solar 12v car battery charger, solar battery charger, solar battery maintainer, solar battery maintainer 12 volt, solar car battery charger, solar car battery chargers, solar power 12v battery charger, solar trickle charger, trickle battery charger, trickle charger, trickle charger car battery, trickle charger for atv, trickle charger for boat battery, trickle charger for car battery, trickle charger for motorcycle, trickle chargers, trickle chargers for 12 volt batteries, waterproof trickle charger

	#3,025 in <a href="#">Automotive Replacement Parts</a>
Shipping Weight	6.53 pounds ( <a href="#">View shipping rates and policies</a> )
Date First Available	November 13, 2014

Warranty & Support

Warranty, Parts: Parts

Product Warranty: For warranty information about this product, please [click here](#). [PDF ]

Feedback

If you are a seller for this product, would you like to [suggest updates through seller support?](#)  
Would you like to [tell us about a lower price?](#)

From the manufacturer



**Charge Fully  
Drained Batteries.  
+ Maintain All  
Battery Sizes**

**NOCO**  
Multi-purpose

The Genius G15000 is a portable automatic battery charger with a JumpCharge engine start feature



#### 9 Chargers In One

Charges 12V & 24V lead-acid batteries (including AGM and more) and 12V lithium. Repairs desulfated batteries, charges in cold conditions, and has a 13.6V Supply mode. Also includes JumpCharge (see below) for starting dead batteries.



#### Diagnostics

Intuitive visual diagnostic tool for detecting reverse polarity, low-voltage or damaged batteries.



#### Recovery

Applies a high-voltage pulse charge when low-voltage, sulfation or lost capacity is detected.



#### CANbus

Automatically enables the charging port to charge CANbus systems.



**UltraSafe™**

Spark-Proof + Reverse  
Polarity Protection

Protects against reverse polarity, overcharging, open-circuits, short-circuits, and overheating.



- Maintenance Plus**

Keeps the battery fully charged without overcharging, indefinitely.
- Optimization**

Stabilizes internal battery chemistry for increased performance and longevity.
- Interactive**

Alters the charging process based on organic battery feedback.
- Energy-Save**

Minimizes energy consumption when full power is not needed.



Model	G750	G1100	G3500	G7200	G15000	G26000
Power	0.75A	1.1A	3.5A	7.2A	15A	26A
Battery Voltage	6V & 12V	6V & 12V	6V & 12V	12V & 24V	12V & 24V	12V & 24V
Cold/AGM Mode		✓	✓	✓	✓	✓
12V Lithium Mode		✓	✓	✓	✓	✓
Small Battery Mode			✓			
12V Repair Mode			✓	✓	✓	✓
12V Supply Mode				✓	✓	✓
12V AGM+				✓	✓	✓
JumpCharge Vehicle Starting					✓	✓

Customers who viewed this item also viewed





Sponsored products related to this item



CTEK 40-206 MXS 5.0-12 Volt Battery Charger  
★★★★★ 83  
\$66.05 ✓prime



BEATIT G18 QDSP 2000Amp Peak 12V Portable Jump Starter (Up to 8.0L Gas and Diesel E...  
★★★★★ 493  
\$99.99 ✓prime



Ampeak 6V 12V Smart Car Battery Charger and Maintainer 2A 8A Fully Automatic with C...  
★★★★★ 241  
\$49.99 ✓prime



Imazing Portable Car Jump Starter - 2500A Peak 20000mAH (Up to 8L Gas or 8L Diesel ...  
★★★★★ 139  
\$99.99 ✓prime



Schumacher SC1281 6/12V Fully Automatic Battery Charger and 30/100A Engine Starter ...  
★★★★★ 122  
\$69.75 ✓prime



Battery Tender 022-0148-DL-WH 12-Volt 4-Bank Battery Management System  
★★★★★ 1,601  
\$139.65 ✓prime



CTEK 40-255 CT5 Time to Go-12 Volt Battery Charger and Maintainer with Accessories  
★★★★★ 12  
\$85.68 ✓prime



Suuwer 12V 2 Amp Automatic Battery Charger/Maintainer for Sealed Lead Acid or Lithi...  
★★★★★ 50  
\$20.95 ✓prime



GOOSUO 12V 7 Battery Charger,Waterp Automatic Trick  
★★★★★ 8  
\$55.99 ✓prime

Ad feedback



GOODTHREADS

Crafted with care.

From \$25

Shop now

Ad feedback

Customer Questions & Answers

See questions and answers

4,911 customer reviews

★★★★☆ 4.2 out of 5 stars

5 star		72%
4 star		10%
3 star		4%
2 star		3%
1 star		11%

By feature

Easy to use	★★★★☆	4.6
Value for money	★★★★☆	4.6
Safety Features	★★★★☆	4.5

See more

By customer groups & interests

Automotive	★★★★☆	4.1
Car Care	★★★★☆	4.1
Cameras	★★★★☆	4.2

Is this feature helpful?

YesNo

Review this product

Share your thoughts with other customers

Write a customer review



Ampeak 6V 12V Smart Car Battery Charger a...  
241

\$49.99

Shop now

Ad feedback

Customer images



See all customer images

Read reviews that mention

easy to use	deep cycle	fully charged	battery charger	lead acid
fully charge	back to life	highly recommend	repair mode	well made
completely dead	great charger	new battery	brand new	

Showing 1-8 of 4,911 reviews

Top Reviews

AW

★★★★☆ Stay away — terrible and lengthy warranty process

January 5, 2018

Size: 3.5 Amp | Verified Purchase

I had to post this because If I could rate this 0 stars I would. The unit worked great until it died. Yes there is a 5-year warranty but you have to write a check (yes a physical check) to the company to cover the cost of any upgrades made to the product line since your unit was made. Additionally, the warranty process is ridiculous so good luck getting your unit back. It has now been two months and still not had my unit sent back.....

661 people found this helpful

Helpful

Comment

Report abuse

Kenneth A. Edelstein

★★★★★ Resurrection - it IS able to awake a VERY VERY dead battery

April 1, 2017

Size: 3.5 Amp | Verified Purchase

I attached my cheepo float charger to maintain my 74 Honda CB360 battery. OOPS, dummy me forgot to plug in the charger! Three months later not only is the battery dead, also 2 of the cells are BONE dry. I put in distilled water to raise the 12Amp "flooded wet cell" liquid level to midpoint between the lines at the top. I attached a Fluke voltmeter and saw 3 volts, ouch - 50 or so for a new battery. I thought of my G3500 V2 (with "repair") and thought "why not". To my surprise it started to charge - took a mighty long time - about 14 hours on low setting. Next I ran "repair" till a green light (about 4 hours). As there was some "condensed solids" at the bottom of some cells, I made a marathon effort. I alternated between repair and low charge for three days, slowly as the bubbles rose; the solids dissolved and the bottom cleared. I was stunned. Would it start the long sitting cycle, and if so would the charge last at least a week? YES to both!! Frankly, I was 99% on the way to just ordering a new battery. I probably would but for the fact that my ancient 74 bike has a "kick starter". I am delighted with what the G3500 V2 did. A click on "this was helpful" would be appreciated.

1,439 people found this helpful

Helpful

Comment

Report abuse

jhusome

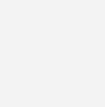
☆☆☆☆☆ All was fine, when I looked out to see smoke coming ...

February 4, 2017

Size: 3.5 Amp | [Verified Purchase](#)

If I had written his review yesterday I would have given it 5 stars. It has worked spectacularly. This said, today I was charging my truck battery. All was fine, when I looked out to see smoke coming out of my hood. The thing was fully on fire! I am so lucky I saw it in time. I could have started a serious fire. I am hoping I can get my money back, but I don't even know what the warranty is.

This thing is dangerous!



573 people found this helpful

[Helpful](#) | [Comment](#) | [Report abuse](#)

Amazon Customer

☆☆☆☆☆ not in the same league as CTEK's. it is more a cheap toy than a tool.

February 19, 2018

Size: .75 Amp | [Verified Purchase](#)

this is cheaply made. kept showing one battery had a short BUT using a CTEK it charged the battery and all was ok. the NOCO has an integrated eyelet which is very impractical. the manual is deficient in describing things, confusing. i returned and bought a CTEK which is so far superior, no wonder it is recommended by mercedes, bmw, jaguar and used in jay leno's garage. it has separate clips and eyelet cords, a carrying case, a nice manual, easier to use and understand, shows exactly what is being done by the charger. the CTEK 'fixed' batteries that the NOCO simply showed an error code, such as battery short. i would never buy nor recommend the NOCO. those that gave high reviews must never have used the CTEK. the quality, workmanship, ease of use is truly night and day to the much lesser NOCO. when i tried to contact NOCO for explanation on how to use and what was meant in the manual (which is a small hard to read single piece of paper, it took a week for a response. then the tech had no idea of the error signals or able to clarify the manual. their warranty seems to me near a sham; you have to pay return fees and the unit is prorated.

100 people found this helpful

[Helpful](#) | [Comment](#) | [Report abuse](#)

Reitus

☆☆☆☆☆ One charge is all it would do.

May 11, 2017

Size: 7.2 Amp | [Verified Purchase](#)

I purchased the NOCO Genius G7200 from Auto TrenDs in late October 2016. I "repaired" an old battery that was in a work truck that had been sitting for over a year. The battery is still working to this day so the NOCO did the trick. However, when i got the charger out to charge my boat battery the first week in May it didn't work. There was a high pitch sound coming from the NOCO. It wouldn't charge the battery. I got one use out of this \$90 charger. I am attempting to return the unit to the Amazon seller Auto TrenDs, so far they have not responded.

225 people found this helpful

[Helpful](#) | [Comment](#) | [Report abuse](#)

John S.

☆☆☆☆☆ pretty on the outside, not so pretty on the inside.....

February 11, 2017

Size: 3.5 Amp | [Verified Purchase](#)

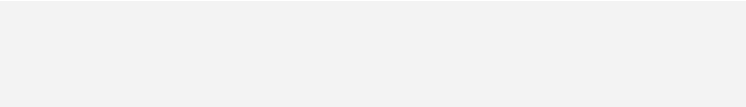
After 5 years and 2 months of use...maintaining motor cycle (small battery).  
I needed to use it on a full sized battery...  
I press the mode button and it does nothing, press a few more times and it goes into standby mode and never comes



out again.  
try to hook to no battery/good battery/bad battery ...no difference. Stuck in Standby mode.  
So I dont know when the mode cycling feature failed.  
btw, to use warranty you need to pay for shipping, and after 2.5 years 35% of the cost of the product....

Since I was not going to returnit I opened up the unit and found one of the worst soldering jobs ever.  
The outside if the unit is very pretty the inside very poorly soldered .....  
I found a cut terminal lead loose/lightly tacked onto motherboard near the mode button.

With the quality of the soldering of this unit, I would not call it ultra-safe.....



328 people found this helpful

Helpful | Comment | Report abuse

Jon W

★★★★☆ Will NOT work on a fully discharged battery

January 28, 2017

Size: 7.2 Amp | Verified Purchase

I bought this back in Sept and today is the first occasion I've had to use it. The better half hasn't been driving her Mustang, and as a result the battery went dead. Completely dead. So I unboxed the Genius and hooked it up. Despite numerous attempts, the only light that would come on was the straight power light. I thought I had read something on here about it not working on a fully discharged battery, so I hooked up my Battery Tender and let it work for a few hours. Then there was enough juice in the battery for the Genius to work. It fully charged the battery in about 5 hours. So the description is misleading when it says it will charge a completely dead battery, because it will NOT. So I f this is your only battery charger and you have a fully discharged battery, you're out of luck. Which is not Genius, it's stupid. That's a glaring and unforgivable oversight for a \$100 battery charger. Sometimes the old way is not so bad. If you buy the this battery charger, don't toss your old one. You may need the old low-tech dog to get this high-tech kid going.

163 people found this helpful

Helpful | Comment | Report abuse

[See all 4,911 reviews >](#)

Write a customer review

Pages with related products. See and discover other items: [dc to dc charger](#), [car jumpers](#), [electric parts for campers](#), [Best chargers for battery](#), [safe tool](#), [motorcycle spark plugs](#)

Set up an Amazon Giveaway



Amazon Giveaway allows you to run promotional giveaways in order to create buzz, reward your audience, and attract new followers and customers. [Learn more about Amazon Giveaway](#)

This item: NOCO Genius G15000 12V/24V 15 Amp Pro-Series Battery Charger and Maintainer

Set up a giveaway

MOTORCYCLE POLICIES

START AS LOW AS  /yr

Zip Code

Get a Quote

Ad feedback

Back to top

Get to Know Us

Careers

Blog

About Amazon

Press Center

Investor Relations

Amazon Devices

Make Money with Us

Sell on Amazon

Sell Under Private Brands

Sell on Amazon Handmade

Sell Your Services on Amazon

Sell on Amazon Business

Sell Your Apps on Amazon

Become an Affiliate

Advertise Your Products

Self-Publish with Us

» See More

Amazon Payment Products

Amazon Rewards Visa Signature Cards

Amazon.com Store Card

Amazon Business Card

Amazon.com Corporate Credit Line

Shop with Points

Credit Card Marketplace

Reload Your Balance

Amazon Currency Converter

Let Us Help You

Your Account

Your Orders

Shipping Rates & Policies

Amazon Prime

Returns & Replacements

Manage Your Content and Devices

Amazon Assistant

Help

amazon

English

United States

Amazon Music

Stream millions of songs

Sell on Amazon

Start a Selling Account

Amazon Web Services

Scalable Cloud Computing Services

East Dane

Designer Men's Fashion

Amazon Photos

Unlimited Photo Storage Free With Prime

Ring

Smart Home Security Systems

Amazon Advertising

Find, attract, and engage customers

Amazon Business

Everything For Your Business

Audible

Listen to Books & Original Audio Performances

Fabric

Sewing, Quilting & Knitting

Prime Video Direct

Video Distribution Made Easy

eero WiFi

Stream 4K Video in Every Room

Amazon Drive

Cloud storage from Amazon

AmazonFresh

Groceries & More Right To Your Door

Book Depository

Books With Free Delivery Worldwide

Goodreads

Book reviews & recommendations

Shopbop

Designer Fashion Brands

Neighbors App

Real-Time Crime & Safety Alerts

6pm

Score deals on fashion brands

AmazonGlobal

Ship Orders Internationally

Box Office Mojo

Find Movie Box Office Data

IMDb

Movies, TV & Celebrities

Amazon Warehouse

Great Deals on Quality Used Products

Subscribe with Amazon

Discover & try subscription services

AbeBooks

Books, art & collectibles

Home Services

Handpicked Pros Happiness Guarantee

ComiXology

Thousands of Digital Comics

IMDbPro

Get Info Entertainment Professionals Need

Whole Foods Market

America's Healthiest Grocery Store

PillPack

Pharmacy Simplified

ACX

Audiobook Publishing Made Easy

Amazon Inspire

Digital Educational Resources

CreateSpace

Indie Print Publishing Made Easy

Kindle Direct Publishing

Indie Digital Publishing Made Easy

Woot!

Deals and Shenanigans

Amazon Renewed

Like-new products you can trust

Alexa

Actionable Analytics for the Web

Amazon Rapids

Fun stories for kids on the go

DPRReview

Digital Photography

Prime Now

FREE 2-hour Delivery on Everyday Items

Zappos

Shoes & Clothing

Amazon Second Chance

Pass it on, trade it in, give it a second life

Conditions of Use Privacy Notice Interest-Based Ads © 1996-2019, Amazon.com, Inc. or its affiliates

**PX-061A**



Patricia M. Carlson

Akerman LLP  
777 South Flagler Drive  
Suite 1100 West Tower  
West Palm Beach, FL 33401  
Tel: 561.653.5000  
Fax: 561.659.6313

Dir: 561.671.3694  
Dir Fax: 561.651.1563  
patricia.carlson@akerman.com

July 1, 2015

**Via FedEx**

Mr. William K. Nook, Sr.  
President and CEO  
The Noco Company  
30339 Diamond Parkway #102  
Glenwillow, OH 44139-5400

**Re: Misuse of BATTERY TENDER<sup>®</sup> Mark  
Our Ref. 10948-14**

Dear Mr. Nook:

We are counsel to Deltona Transformer Corporation (“Deltona”) of Deland, Florida, the exclusive owner of the BATTERY TENDER<sup>®</sup> mark (the “Mark”) for battery chargers, as well as batteries and battery accessories. Deltona has offered its products under Deltona’s Mark for more than 23 years. Deltona advertises its products extensively and is extremely well-known to the consuming public, which has come to associate the BATTERY TENDER<sup>®</sup> Mark with products of the highest quality. With its long-standing history of association with high quality products, the BATTERY TENDER<sup>®</sup> Mark has become synonymous with quality and trustworthiness.

Our client has just learned that The Noco Company (“Noco”) is inappropriately using the Mark to draw attention and traffic to Noco’s battery charger products on Amazon’s website. Specifically, Noco is using the Mark, or a variation thereof, as a keyword to trigger Noco’s targeted advertising on Amazon’s website. A copy of this Amazon website page is enclosed. Although you may believe that keyword triggered advertising on Amazon or other online retailers/search engines does not constitute “use” of a mark, several courts have held that such an advertising program does constitute an actionable use under the Lanham Act, 15 U.S.C. §§ 1114, 1125(a). See e.g., *Financial Express, LLC v. Nowcom Corp.*, 564 F. Supp. 2d 1160, 1173-74 (C.D. Cal. 2008) (the court granted a preliminary injunction to the plaintiffs, enjoining the defendants from purchasing the plaintiff’s registered marks as keywords which, upon a search,

akerman.com

{32368033;4}

U.S. District Court Middle District of Florida
<b>PLAINTIFF'S EXHIBIT</b>
Exhibit Number: <b>PX-061A</b>
Case Number: 6:19-cv-00308-CEM-LRH
Deltona Transformer Corporation v. The Noco Company
Date Identified:
Date Admitted:

**DTC0001601**

Mr. William K. Nook, Sr.  
President and CEO  
The Noco Company  
July 1, 2015  
Page 2

---

produced defendant's banner advertisements).

The unauthorized use of our client's Mark to trigger Noco's keyword advertisements is in violation of the Lanham Act and is likely to lead to confusion among consumers that your company's products are sponsored by, or otherwise affiliated with, Deltona. In addition, the potential confusion is compounded by the fact that Noco's advertisement contains an intentionally disparaging variation of Deltona's Mark and is not labeled with any of Noco's brands. Significantly, the placement and surrounding context of Noco's unauthorized use of the Mark on Amazon's website means such use cannot be readily identified as an advertisement and instead appears to be just part of the search results. *See Financial Express*, 564 F. Supp. 2d at 1177. The content of the advertisement provides a misleading impression to consumers as to the features and capabilities of Deltona's battery charger products, constituting unfair competition and false advertising under the Lanham Act, 15 U.S.C. § 1125(a). *E.g., Morningware, Inc. v. Heartwater Home Prods., Inc.*, 673 F. Supp. 2d 630, 638-39 (N.D. Ill. 2009) (claim for product disparagement properly pled where text of advertisement that appeared after a consumer searched for the plaintiff's mark could have led consumers to incorrectly believe plaintiff's products were inferior or fake).

We look forward to your reply within ten (10) days of your receipt of this letter confirming that you will immediately discontinue all use of the BATTERY TENDER® mark and any variation thereof, including in all keyword advertising programs. Deltona prefers to resolve this matter amicably, but will take appropriate action to protect the valuable goodwill in its products.

This letter is written without prejudice to any of our client's rights or remedies, all of which are expressly reserved.

Very truly yours,

**AKERMAN LLP**



Patricia M. Carlson

Enclosure

cc: Deltona Transformer Corporation (w/encl.)



amazon **Try Prime**

All

Shop by Department  Today's Deals Gift Cards Sell Hello, Akerman Your Account  Wish List

Filter by vehicle:

1-24 of 762 results for Automotive: "battery tender" Sort by

## Show results for

## &lt; Any Category

## Automotive

- Battery Chargers (338)
- Automotive Replacement Batteries & Accessories (405)
- Batteries (138)
- Solar & Wind Power (33)
- Accessories (41)
- Automotive Replacement Brake Hold Down Springs (2)
- Automotive Replacement Cigarette Lighter & Parts (8)
- Automotive Replacement Battery Switches (7)
- Automotive Replacement Batteries (48)
- Solar Panels (30)

\* See more

## Refine by

## Eligible for Free Shipping

Free Shipping by Amazon

## Avg. Customer Review

- ★★★★★ & Up (257)
- ★★★★☆ & Up (279)
- ★★★☆☆ & Up (284)
- ★★☆☆☆ & Up (296)

## Brand

- ☐ Battery Tender
- ☐ Schumacher
- ☐ Selected Auto Parts
- ☐ Black & Decker
- ☐ Extreme Max
- ☐ Deltran
- ☐ Unique Imports
- ☐ Yuasa
- ☐ Harley-Davidson
- ☐ CTEK
- ☐ NOCO
- ☐ KeyLine Chargers

\* See more

## Motorcycle &amp; ATV Type



## Price

- Under \$25 (256)
- \$25 to \$50 (240)
- \$50 to \$100 (167)
- \$100 to \$200 (71)
- \$200 & Above (31)



## More Than Just A Tender. The Ultimate Charger.

Shop now ▶

Ad Feedback

Showing results in Automotive. Show instead results in All Departments.

Related Searches: [battery charger](#), [battery maintainer](#), [battery tender plus](#).

See more choices



See more choices



See Size &amp; Color Options

## Battery Tender 021-0123 Battery Tender Junior 12V Battery Charger

by Battery Tender

**\$24.48** ~~\$39.95~~ PrimeGet it by **Monday, Jun 8**

More Buying Choices

**\$18.84** new (116 offers)

FREE Shipping on orders over \$35

## Deltran Battery Tender (021-0128) 1.25 Amp Battery Charger

by Battery Tender

**\$44.99** ~~\$79.95~~ PrimeGet it by **Monday, Jun 8**

More Buying Choices

**\$43.48** new (128 offers)**\$35.99** used (1 offer)

FREE Shipping on orders over \$35

## Battery Tender 021-0156 Battery Tender Plus 12V Battery Charger True Gel Cell Model

by Battery Tender

**\$51.87** ~~\$69.95~~

More Buying Choices

**\$44.57** new (19 offers)

FREE Shipping

★★★★★ (344)



## Battery Tender 081-0069-6 Ring Terminal Harness with Black Fused 2-Pin Quick Disconnect Plug

by Battery Tender

**\$4.98** Add-on ItemAdd to a qualifying order to get it by **Monday, Jun 8**.

More Buying Choices

**\$1.19** new (48 offers)

## Battery Tender 022-0198LI Green Lithium Junior Battery Charger

by Battery Tender

**\$29.95** ~~\$49.95~~ PrimeGet it by **Monday, Jun 8**

More Buying Choices

**\$23.51** new (13 offers)

FREE Shipping on orders over \$35

★★★★★ (71)



See Size &amp; Color Options

## Battery Tender 022-0150-DL-WH 800 Battery Charger

by Battery Tender

**\$30.99** ~~\$55.95~~ PrimeGet it by **Monday, Jun 8**

More Buying Choices

**\$29.35** new (127 offers)**\$24.79** used (1 offer)

FREE Shipping on orders

## Sponsored



## KeyLine Chargers KC-75A-MP 12V...

**\$28.08** ~~\$54.99~~ Prime

★★★★★ (62)



## Dual Port Weatherproof Power Soc...

**\$34.95**

★★★★★ (3)



## BatteryMinder Model 1510: 12Volt ...

**\$59.99** Prime

★★★★★ (17)



## 12V Digital Battery Charger Fast C...

**\$29.99** ~~\$49.99~~

★★★★★ (15)



**PX-061C**



Patricia M. Carlson

Akerman LLP  
777 South Flagler Drive  
Suite 1100 West Tower  
West Palm Beach, FL 33401  
Tel: 561.653.5000  
Fax: 561.659.6313

Dir: 561.671.3694  
Dir Fax: 561.651.1563  
patricia.carlson@akerman.com

August 13, 2015

Via Email - drp@kjk.com

David R. Posteraro  
Kohrman Jackson & Krantz  
One Cleveland Center  
1375 East Ninth Street, 29th Floor  
Cleveland, OH 44114

**Re: Misuse of BATTERY TENDER® Mark**  
**Our Ref. 10948-14**

Dear Mr. Posteraro:

It is our understanding that your client has removed the objected-to advertisement from Amazon.com. In light of your client's quick removal of the advertisement, we will consider this matter closed.

Any future reference to my client's Battery Tender® branded products in legitimate comparative advertisement should be referenced as such (e.g., "Battery Tender® battery chargers"). The Battery Tender® trademark should never be mutilated or shortened. Additionally, the trademark should not be used as a noun and should never be used to refer to a category of products. The very isolated handful of improper uses of the trademark by third parties that you identified in your letter in no way lessens my client's trademark rights. My client regularly engages in policing and enforcement of improper trademark uses.

This letter is without prejudice to any of our client's rights or remedies, all of which are expressly reserved.

Sincerely,

**AKERMAN LLP**

Patricia M. Carlson

cc: Deltona Transformer Corporation

akerman.com

U.S. District Court Middle District of Florida
<b>PLAINTIFF'S EXHIBIT</b>
Exhibit Number: PX-061C
Case Number: 6:19-cv-00308-CEM-LRH
Deltona Transformer Corporation v. The Noco Company
Date Identified:
Date Admitted:

**PX-061D**



Patricia M. Flanagan

Akerman LLP  
777 South Flagler Drive  
Suite 1100 West Tower  
West Palm Beach, FL 33401

D: 561 671 3694

T: 561 653 5000

F: 561 659 6313

DirF: 561 651 1563

patricia.flanagan@akerman.com

July 10, 2018

Via Email and U.S. Mail - drp@kjk.com

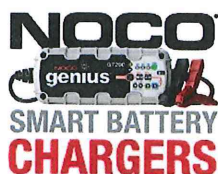
David R. Posteraro, Esq.  
Kohrman Jackson & Krantz  
One Cleveland Center  
1375 East Ninth Street  
Cleveland, OH 44114

Re: Use of BATTERY TENDER® Trademark By The Noco Company  
Our Ref. 10948-14

Dear Mr. Posteraro:

As you will recall from our prior correspondence and communications, we are counsel to Deltona Transformer Corporation ("Deltona") of Deland, Florida, the exclusive owner of the BATTERY TENDER® mark (the "Mark" or "BATTERY TENDER® Mark") for battery chargers, as well as batteries and battery accessories. In addition to U.S. registrations, the Mark has been independently registered in numerous countries throughout the world. Deltona has offered its products under the Mark for more than 24 years. Deltona advertises its products extensively and is extremely well-known to the consuming public, which has come to associate the BATTERY TENDER® Mark with products of the highest quality. With its long-standing history of association with high quality products, the BATTERY TENDER® Mark has become synonymous with quality and trustworthiness. Our client is dedicated to protecting and preserving its well-known brand and the Mark.

It has recently come to our client's attention that The Noco Company's ("Noco") is using the designation "BATTERY TENDER" in the below advertisement for Noco's battery charger and battery accessories:



SPONSORED BY NOCO

The most advanced battery  
tender for any vehicle.

Shop now >



NOCO Genius G750 6V/12V .75A UltraSafe  
Smart Battery Charger

★★★★☆ 4,126  
✓prime



NOCO Genius G1100 6V/12V 1.1A UltraSafe  
Smart Battery Charger

★★★★☆ 4,126  
✓prime



NOCO Genius G4 6V/12V 4.4A 4-Bank  
UltraSafe Smart Battery Charger

★★★★☆ 4,126  
✓prime

akerman.com

45664831;4

U.S. District Court Middle District of Florida
<b>PLAINTIFF'S EXHIBIT</b>
Exhibit Number: PX-061D
Case Number: 6:19-cv-00308-CEM-LRH Deltona Transformer Corporation v. The Noco Company
Date Identified:
Date Admitted:

DTC0001610

Both federal and state trademark laws protect our client's BATTERY TENDER® Mark from infringement. Noco's unauthorized use of our client's highly valuable Mark is likely to cause confusion or mistake, or to deceive, and constitutes a textbook case of trademark infringement and unfair competition in violation of federal and state laws, including but not limited to §§ 32 and 43(a) of the Lanham Act, 15 U.S.C. § 1114, 1125(a). Noco's conduct has caused, and will continue to cause, significant damage and irreparable harm to Deltona's business reputation and its goodwill in the industry.

Noco's infringement is aggravated by the fact that Noco's recent advertisement now is occurring in spite of Noco's previous unauthorized "comparative advertising" campaign that misused Deltona's BATTERY TENDER® Mark, namely, Noco's use of abbreviated version of the mark to "TENDER" in advertisements. Further, Noco's new advertisement is in breach of the parties' settlement in principal that we reached after extensive communication on behalf of our respective clients following Deltona's objection to Noco's prior use of the Mark in that ad campaign.

More specifically, you will recall that your client was using an advertisement for its battery charger product that stated: "More Than Just A Tender. The Ultimate Charger." Deltona objected to the advertisement, which appeared as nothing short of a bad faith and deliberate attempt to inappropriately draw attention and traffic to Noco's battery charger products using Deltona's goodwill and to harm Deltona and its Mark and brand. In response to Deltona's objection, you represented on behalf of your client Noco that the use of "Tender" in the ad was specifically intended to refer to Deltona's products for purposes of comparative advertising permitted under the Lanham Act. Specifically, in a letter dated July 8, 2015, you stated on behalf of Noco as follows:

[I]t is well settled under case law that the use of a competitor's trademark for purposes of comparative advertising is not trademark infringement. Here, Noco is clearly drawing a comparison to *Deltona's product* in the text of the Advertisement ("More Than A *Tender*") and is not infringing on Deltona's mark by doing so. (emphasis added) (see Letter from Mr. Posteraro to Akerman dated July 8, 2015).

You will recall that we reached an agreement in principal on behalf of our clients. Specifically, that Noco would not use Deltona's Mark, except in "legitimate comparative advertising." In particular, we reached agreement, according to your February 19, 2016 email and its attachment, that legitimate comparative advertising meant complying with the following guidelines:

- a. All statements, indications, inferences and/or implications made are, to the best of a party's knowledge, truthful and there are no intentional misrepresentations concerning the nature,



- characteristics, qualities, and/or geographic origin of any goods or services depicted and/or of the commercial activities of any person or entity depicted or referred to, in the advertisement;
- b. The BATTERY TENDER<sup>®</sup> Mark is solely being used to refer to DTC or DTC's products and/or services;
  - c. The BATTERY TENDER<sup>®</sup> Mark is used in its entirety, together with the <sup>®</sup> symbol, and in standard characters;
  - d. The BATTERY TENDER<sup>®</sup> Mark is not mutilated, shortened or otherwise altered;
  - e. The BATTERY TENDER<sup>®</sup> Mark is not used as a noun or to refer to a category of products;
  - f. The BATTERY TENDER<sup>®</sup> Mark is being used solely to inform the public concerning DTC or DTC's products and/or services as compared to NOCO or NOCO's products and/or services; and
  - g. The use of the BATTERY TENDER<sup>®</sup> Mark is not likely to cause confusion, mistake or to deceive as to the affiliation, connection, or association or as to the origin, sponsorship or approval of the goods and/or services promoted in the advertisement.

Despite your March 23, 2016 email agreeing to the above definition, and that I followed up with you on March 24, 2016, March 25, 2016, April 5, 2016 and April 27, 2016, we never heard back from you and the settlement agreement was never signed by the parties. Note that even where parties do not execute a final agreement, however, courts have enforced essential terms of settlement agreements made by counsel on behalf of their respective parties. *See, e.g., Jarvis v. City Elec. Supply Co.*, No. 6:11-cv-1590, 2012 WL 933057, at \*2-3 (M.D. Fla. Mar. 5, 2012) (finding plaintiff reached binding settlement in principle on essential terms through counsel, despite fact that all details were not definitely fixed); *Welch v. North American Tank Line, Inc.*, No. 8:06-CIV-2340, 2008 WL 3982394, at \*1-2 (M.D. Fla. Aug. 25, 2008) (finding parties reached settlement agreement evidenced by e-mail exchanges between counsel containing essential terms, despite that plaintiff later expressed concerns about tax consequences of settlement proceeds). Here, the new advertisement is clearly in breach of the agreed upon terms noted above.

In sum, not only can there be no doubt that Noco's use of the Mark in the above-referenced advertisement is a blatant and deliberate attempt by Noco to divert attention and traffic to Noco's battery charger products and to harm Deltona that gives rise to an actionable likelihood of confusion, but, based upon the above-noted history between the parties, Noco's use of the Mark can be nothing less than deliberate and willful. As such, in the event the parties cannot reach an amicable resolution, Deltona will be seeking treble damages and attorneys' fees.

Noco is expected to comply with the law and cease all infringing activities as of the receipt of this letter. Please contact me by **July 16, 2018** to confirm that Noco has ceased use of the BATTERY TENDER mark in all advertisements. If I do not hear from you by the time



specified herein, we will assume Noco does not intend to resolve this matter amicably and that Noco insists on willfully violating its intellectual property rights. Under that circumstance, Deltona will have no other option but to file civil action for all appropriate claims and seek an award of all damages available to it under the law, including without limitation, actual damages, your profits, treble damages and attorneys' fees.

This letter is not a complete statement of Deltona's rights in connection with this matter, and nothing contained herein constitutes an express or implied waiver of any rights, remedies, or defenses of Deltona in connection with this matter, all of which are expressly reserved and are not waived.

Sincerely,

**AKERMAN LLP**



Patricia M. Flanagan

cc: Deltona Transformer Corporation  
Thomas L. Raleigh, III, Esq.

**PX-061F**



Patricia M. Flanagan

Akerman LLP  
777 South Flagler Drive  
Suite 1100 West Tower  
West Palm Beach, FL 33401

D: 561 671 3694

T: 561 653 5000

F: 561 659 6313

DirF: 561 651 1563

patricia.flanagan@akerman.com

December 12, 2018

Via Email - drp@kjk.com

David R. Posteraro, Esq.  
Kohrman Jackson & Krantz  
One Cleveland Center  
1375 East Ninth Street  
Cleveland, OH 44114

Re: Use of BATTERY TENDER® Trademark By The Noco Company  
Our Ref. 10948-14

Mr. Posteraro,

As you are aware, we represent Deltona Transformer Corporation (“Deltona”), the exclusive owner of the BATTERY TENDER® mark (the “Mark” or “BATTERY TENDER® Mark”) for battery chargers, as well as batteries and battery accessories. In addition to U.S. registrations, the Mark has been independently registered in numerous countries throughout the world. Deltona has offered its products under the Mark for more than 24 years. Deltona advertises its products extensively and is extremely well-known to the consuming public, which has come to associate the BATTERY TENDER® Mark with products of the highest quality. With its long-standing history of association with high quality products, the BATTERY TENDER® Mark has become synonymous with quality and trustworthiness. Our client is dedicated to protecting and preserving its well-known brand and the Mark.

It has come to our client’s attention that The Noco Company (“Noco”) is again using the designation “BATTERY TENDER” in the below advertisement appearing on Amazon.com on December 12, 2018, for Noco’s battery charger and battery accessories:

1-24 of 237 results for Automotive: "battery tender"

Show results for

< Any Category  
Automotive  
Battery Chargers  
Automotive Replacement  
Batteries & Accessories  
Electrical  
Powersports Battery Chargers  
Solar & Wind Power  
Automotive Replacement

**NOCO**  
genius  
WINTER ESSENTIAL  
MAINTAINER

SPONSORED BY NOCO  
The Winter Battery Tender  
with Zero Overcharge  
Shop now »

U.S. District Court  
Middle District of Florida  
**PLAINTIFF'S EXHIBIT**  
Exhibit Number: PX-061F  
Case Number:  
6:19-cv-00308-CEM-LRH  
Deltona Transformer Corporation  
v.  
The Noco Company  
Date Identified:  
Date Admitted:

NOCO Genius G750 8V/12V 750mA  
Advanced Battery Trickle Charger Maintainer  
★★★★☆ 4,430  
prime

Limited time Deal  
\$31.95 prime  
\$39.95 (20% off)

Limited time Deal  
\$140.75 prime  
\$179.95 (22% off)

akerman.com  
47196738;1

DTC0001607

Despite our previous extensive and repeated correspondence objecting to similar past infringing usage, Noco still continues to use our client's BATTERY TENDER® Mark in its advertisements. Such conduct is a clear demonstration of a systematic effort to profit from and/or devalue Deltona's intellectual property, in violation of federal and state laws, including but not limited to §§ 32 and 43(a) of the Lanham Act, 15 U.S.C. § 1114, 1125(a). Further, such usage is a direct breach of the parties' settlement in principal, as detailed in our prior July 10, 2018 correspondence to you. The civil remedies available for Noco's violations include immediate and permanent injunctive relief, recovery of Noco's profits, and up to three times the amount of monetary damages suffered by our client, as well as an award of attorney's fees.

Based upon Noco's continuing willfulness, in order to resolve this matter amicably, Deltona demands that Noco immediately and by no later than **December 17, 2018**:

1. Cease and desist from all further use of the BATTERY TENDER® Mark, including placing ads containing the BATTERY TENDER® Mark, or any other designations likely to cause confusion with the BATTERY TENDER® Mark;
2. Destroy any materials in its possession or control bearing any designation likely to cause confusion with BATTERY TENDER® Mark;
3. Provide sufficient information to demonstrate the clicks and/or click through rate for all of Noco's advertisements containing the BATTERY TENDER® Mark;
4. Provide sufficient information to determine the full amount of Noco's gross revenues derived from its use of the BATTERY TENDER® Mark;
5. Provide Deltona with written confirmation that Noco has complied with these requested.

Deltona has invested substantial resources into promoting and protecting its intellectual property and will not permit Noco to continue to infringe its rights. If Noco does not provide a satisfactory and timely response to all of the above requests, including providing the requested evidence from which Deltona can calculate its damages and the infringing profits, Deltona is prepared to take all steps necessary to protect Deltona's valuable intellectual property rights without further notice to Noco.

The claims and remedies sought in this letter are not an exhaustive statement of all the relevant facts and law and are without prejudice, and do not constitute a complete statement of Deltona's rights in connection with this matter, and nothing contained herein constitutes an express or implied waiver of any rights, remedies, or defenses of Deltona in connection with this matter, all of which are expressly reserved.

Sincerely,

**AKERMAN LLP**



Patricia M. Flanagan

cc: Deltona Transformer Corporation  
Thomas Raleigh, III, Esq.

**PX-061G**



## Batteiger, Gabriela M.

---

**From:** David R. Posteraro <drp@kjk.com>  
**Sent:** Monday, January 21, 2019 2:32 PM  
**To:** patti.flanagan@akerman.com  
**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14  
**Attachments:** Petition for Cancellation BATTERY TENDER (K0710849x7AC2A).pdf

### SUBJECT TO EVIDENCE RULE 408

Patti,

In response to your client Deltona Transformer Corporation's ("Deltona") letter of December 12<sup>th</sup> and our subsequent correspondences and conversations, please be advised that we have filed the attached Petition for Cancellation of the Deltona BATTERY TENDER mark (Reg. No. 3474591) on behalf of our client The NOCO Company ("NOCO"). As stated in our Petition, NOCO is being harmed by the continued registration of Deltona's mark which was initially, and we believe always was and is, a generic expression for a type of battery charger.

**David R. Posteraro | Administrative Partner**

**KJK**

1375 East Ninth Street | 29th Floor | Cleveland, Ohio 44114  
Direct: 216.736.7218 | Mobile: 216.409.0360 | Email: [drp@kjk.com](mailto:drp@kjk.com)  
[www.kjk.com](http://www.kjk.com)

*This message is confidential and may be a privileged attorney-client communication. If you are not the intended recipient(s), your review, distribution or copying of this message is strictly prohibited. If you have received this message in error, please notify us immediately at 888-696-8700 and delete this message. Thank you.*

---

**From:** patti.flanagan@akerman.com [mailto:patti.flanagan@akerman.com]  
**Sent:** Monday, January 21, 2019 2:10 PM  
**To:** David R. Posteraro  
**Cc:** gabriela.batteiger@akerman.com  
**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

David,

Please let me know when you are available this week to discuss.

My best,  
Patti

**Patricia M. Flanagan**

Partner  
Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401  
D: 561 671 3694  
[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** Flanagan, Patti (Ptnr-WPB)  
**Sent:** Wednesday, January 16, 2019 10:30 AM

U.S. District Court Middle District of Florida
<b><u>PLAINTIFF'S EXHIBIT</u></b>
Exhibit Number: PX-061G
Case Number: 6:19-cv-00308-CEM-LRH
Deltona Transformer Corporation v. The Noco Company
Date Identified:
Date Admitted:



**To:** 'David R. Posteraro' <drp@kjk.com>

**Cc:** Batteiger, Gabriela (Para-WPB) <gabriela.batteiger@akerman.com>

**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

David,

I do not see that I have heard back from you. Please let me know your client's position with respect to the below.

My best,  
Patti

**Patricia M. Flanagan**

Partner

Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401

D: 561 671 3694

[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** Flanagan, Patti (Ptnr-WPB)

**Sent:** Monday, January 14, 2019 10:02 AM

**To:** 'David R. Posteraro' <drp@kjk.com>

**Cc:** Batteiger, Gabriela (Para-WPB) <gabriela.batteiger@akerman.com>

**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

Hi David,

Thank you for discussing this matter last Wednesday with me.

As I noted on our call, my client's BATTERY TENDER® trademark is registered and incontestable in connection with battery chargers. See e.g., U.S. Reg. No. 3474591. In litigation involving an incontestable registration, it is conclusively presumed that the registered mark is valid—i.e., that it is either inherently distinctive or has acquired secondary meaning. See 15 U.S.C.A. § 1115(b) ("To the extent that the right to use the registered mark has become incontestable ... , the registration shall be conclusive evidence of the validity of the registered mark and of the registration of the mark, of the registrant's ownership of the mark, and of the registrant's exclusive right to use the registered mark in commerce."). Thus, a defendant accused of infringing an incontestable registered mark cannot defend itself by claiming that the mark is descriptive and lacks secondary meaning.

I look forward to hearing from you shortly as to whether your client will be providing the requested data and will agree to enter into a formal settlement agreement in order to reach an amicable resolution of this matter.

If you would like to further discuss, I have some time open this afternoon.

My best,  
Patti

**Patricia M. Flanagan**

Partner

Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401

D: 561 671 3694

[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** David R. Posteraro <drp@kjk.com>

**Sent:** Tuesday, January 8, 2019 5:44 PM

**To:** Flanagan, Patti (Ptnr-WPB) <patti.flanagan@akerman.com>

**Cc:** Batteiger, Gabriela (Para-WPB) <[gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)>

**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

How is three tomorrow?

---

**From:** [patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com) [<mailto:patti.flanagan@akerman.com>]

**Sent:** Tuesday, January 08, 2019 5:43 PM

**To:** David R. Posteraro

**Cc:** [gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)

**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

David,

Please let me know when you are available to talk tomorrow. Thank you.

My best,

Patti

**Patricia M. Flanagan**

Partner

Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401

D: 561 671 3694

[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** Flanagan, Patti (Ptnr-WPB)

**Sent:** Monday, January 7, 2019 1:41 PM

**To:** 'David R. Posteraro' <[drp@kjk.com](mailto:drp@kjk.com)>

**Cc:** Batteiger, Gabriela (Para-WPB) <[gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)>

**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

David, I am not available tomorrow, but, can do Wednesday. Will that work for you?

**Patricia M. Flanagan**

Partner

Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401

D: 561 671 3694

[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** David R. Posteraro <[drp@kjk.com](mailto:drp@kjk.com)>

**Sent:** Monday, January 7, 2019 12:45 PM

**To:** Flanagan, Patti (Ptnr-WPB) <[patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com)>

**Cc:** Batteiger, Gabriela (Para-WPB) <[gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)>

**Subject:** Re: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

Can we reschedule for tomorrow?

On Jan 4, 2019, at 9:53 AM, David R. Posteraro <[drp@kjk.com](mailto:drp@kjk.com)> wrote:

Hello Patti,

Just back. Is there a time early next week that is convenient? I am out Monday morning but should be available in the afternoon or on Tuesday.

---

**From:** [patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com) [<mailto:patti.flanagan@akerman.com>]  
**Sent:** Thursday, January 03, 2019 11:34 AM  
**To:** David R. Posteraro  
**Cc:** [gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)  
**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

Hi David,

Please let me know your availability for a call.

My best,  
Patti

**Patricia M. Flanagan**

Partner  
Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401  
D: 561 671 3694  
[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** David R. Posteraro <[drp@kjk.com](mailto:drp@kjk.com)>  
**Sent:** Friday, December 21, 2018 5:52 PM  
**To:** Flanagan, Patti (Ptnr-WPB) <[patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com)>  
**Cc:** Batteiger, Gabriela (Para-WPB) <[gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)>  
**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

Hi Patti,

Sorry I didn't get back to you sooner. I am out until the 3rd. Will that work for you? If not, perhaps we can find a time sooner.

Regards,

---

**From:** [patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com) [<mailto:patti.flanagan@akerman.com>]  
**Sent:** Thursday, December 20, 2018 9:19 AM  
**To:** David R. Posteraro  
**Cc:** [gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)  
**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

Hi David,

I'd like to set up a time for us to discuss this matter. Please let me know your availability. Thank you.

My best,  
Patti

**Patricia M. Flanagan**

Partner  
Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401  
D: 561 671 3694  
[patricia.flanagan@akerman.com](mailto:patricia.flanagan@akerman.com)

---

**From:** David R. Posteraro <[drp@kjk.com](mailto:drp@kjk.com)>  
**Sent:** Wednesday, December 19, 2018 3:43 PM  
**To:** Flanagan, Patti (Ptnr-WPB) <[patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com)>  
**Cc:** Batteiger, Gabriela (Para-WPB) <[gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)>  
**Subject:** RE: Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

**SUBJECT TO EVIDENCE RULE 408**

Dear Ms. Flanagan,

Please be advised that the advertisement complained of in your letter of 12.12.2018 has been removed as timely requested in your letter. This action was taken to avoid unnecessary legal expenses, is not an admission of liability, nor agreement with the points raised in your letter, and is without prejudice to our client's legal and equitable rights all of which are expressly reserved.

**David R. Posteraro | Administrative Partner**

**KJK**

1375 East Ninth Street | 29th Floor | Cleveland, Ohio 44114  
Direct: 216.736.7218 | Mobile: 216.409.0360 | Email: [drp@kjk.com](mailto:drp@kjk.com)  
[www.kjk.com](http://www.kjk.com)

*This message is confidential and may be a privileged attorney-client communication. If you are not the intended recipient(s), your review, distribution or copying of this message is strictly prohibited. If you have received this message in error, please notify us immediately at 888-696-8700 and delete this message. Thank you.*

---

**From:** [gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com) [<mailto:gabriela.batteiger@akerman.com>]  
**Sent:** Wednesday, December 12, 2018 1:32 PM  
**To:** David R. Posteraro  
**Cc:** [patti.flanagan@akerman.com](mailto:patti.flanagan@akerman.com)  
**Subject:** Use of BATTERY TENDER Trademark by The Noco Company; Our Ref. 10948-14

Dear Mr. Posteraro,

The attached is sent on behalf of Patricia Flanagan.

Sincerely,

**Gabriela Batteiger**

Paralegal  
Akerman LLP | 777 South Flagler Drive, Suite 1100 West Tower | West Palm Beach, FL 33401  
D: 561 273 5559  
[gabriela.batteiger@akerman.com](mailto:gabriela.batteiger@akerman.com)

## **CERTIFICATE OF SERVICE**

I hereby certify that on March 19, 2025, I caused a copy of the foregoing to be electronically filed with the Clerk of the Court by using the Court's Appellate PACER system, which will automatically send a notice of electronic filing to all counsel of record.

I further certify that on March 19, 2025, I caused a copy of the Non-Confidential version of the foregoing Appendix to be electronically served on all counsel of record.

I further certify that on March 19, 2025, two copies of the Non-Confidential version of the foregoing were dispatched via third-party commercial carrier to the following:

David J. Smith, Clerk of Court  
U.S. Court of Appeals for the Eleventh Circuit  
56 Forsyth Street, NW  
Atlanta, GA 30303

Respectfully submitted,

/s/ Gregory A. Castanias

*Counsel for Defendant-Appellant*